



University of Nicosia, Cyprus

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| Course Code COMM-532 | Course Title New Media: Aesthetics, Interactivity and Representation | Credits (ECTS) 10 |
| Department Communications | Semester Fall | Prerequisites COMM-501 |
| Type of Course Elective | Field Communications | Language of Instruction English |
| Level of Course 2 nd Cycle | Year of Study 2 nd | Lecturer(s) Dr Costas Constandinides |
| Mode of delivery Face-to-face | Work Placement N/A | Co-requisites N/A |

Objectives of the Course:

This course is designed to provide an advanced analysis of the shift of media and cultural forms to computer mediated forms of communication. The course will also focus on the socioeconomic context of this shift and it will cover other media such as Television, and Cinema. The main object of study, apart from case study examples of media texts, will be the discussion of new media theory essays by scholars such as Jean Baudrillard, Mark Poster, Henry Jenkins and Lev Manovich among others. Topics include important concepts such as convergence, remediation, interactivity and hypertext theory.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Develop an understanding of the relationship between old and new Media through a range of critical and theoretical approaches
2. Build on the skills developed during undergraduate studies, deepening the knowledge and theoretical understanding of selected topic areas in Media Studies
3. Enhance existing skills in the analysis of media texts and broaden the knowledge and understanding of the chosen subject area and its methods
4. Develop abilities in critically evaluating primary and secondary source material
5. Work closely with a tutor who will direct and support your research activities
6. Develop research skills, including IT skills, and prepare them, where appropriate, for research degrees

Course Contents:

Defining the Media and the concepts that are relevant to the course.
 The Computer as a medium of communication: 24/7 online access and how it affects contemporary socioeconomic relationships.
 Control vs. chaos: The “superpanopticon” and the electronic circulation of personal databases.
 Capitalism and the flow of computer mediated information.
 US elections 2008: The theoretical perspectives of computer mediated production and consumption of TV news.
 Computer Mediated Storytelling: From Adaptation to Hypertextuality.
 Contemporary Commercial Cinema and its relationship to New Media.
 The Myth of Interactivity and Cinema: Convergence and Web Cinema.
 Ideology and Cinema: Representation of Computer Mediated Communication in Fiction Films.

Learning Activities and Teaching Methods:

Interactive Lectures

Assessment Methods:

Essays, Class Presentations

Recommended Textbooks/Reading:

| Authors | Title | Publisher | Year | ISBN |
|-----------------------------------|---|-------------------------------------|----------------------|------|
| Bolter, David and Grusin, Richard | <i>Remediation: Understanding New Media</i> | London: The MIT Press | 2000 | |
| Baudrillard, Jean | “The Ecstasy of Communication” in Foster, Hal (ed.) <i>The Anti-aesthetic: Essays on Postmodern Culture</i> | London; Sydney: Pluto Press | 1985 (1989 printing) | |
| Jenkins, Henry | <i>Convergence Culture: Where Old and New Media Collide</i> | New York: New York University Press | 2006 | |
| Manovich, Lev | <i>The Language of New Media</i> | Massachusetts: MIT | 2001 | |
| Poster, Mark | <i>The Second Media Age</i> | Cambridge: Polity | 1995 | |