



Syllabus

Communication Technologies and Society: Historical Issues - 50224

Last update 14-10-2018

HU Credits: 2

Responsible Department: Communication & Journalism

Academic year: 0

Semester: 1st Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: amit pinchevski

Coordinator Email: amitpi@mssc.huji.ac.il

Coordinator Office Hours: Tue 16-17

Teaching Staff:

Prof Amit Pinchevski

Course/Module description:

A survey of selected topics in the history of communication media from antiquity to the present.

Course/Module aims:

These topics will be studied on two levels: first, the technical -- from the development of writing, through media of dissemination, reproduction and broadcasting such as print, telegraph, radio, TV and computers--focusing on the social, political, cultural and economic contexts of their development. On the second level, we will investigate the interrelations between the technology and its environment, focusing on how they mutually affect each other. Among the issues: speech and writing; literacy and epistemology; media of storage, processing and transmission; mass society, urbanization and industrialization; conceptions of time and space; gender and class conflicts; private and public spheres; community and participation; technology and embodiment; popular culture; analog and digital media; information society and new media

Learning outcomes - On successful completion of this module, students should be able to:

- 1. Identify key points in the history of communication media*
- 2. Remember important terms and dates in that history.*
- 3. Recognize key motives, as defined in class, and employ them to analyze media technologies.*
- 4. Conduct comparative discussion between technologies using these key motives.*

Attendance requirements(%):

80%

Teaching arrangement and method of instruction: lecture

Course/Module Content:

שיעור 1 -- מבוא

ג'מרשל מקלוהן, להבין את המדיה (תל אביב: בבל, 2002), עמ' 9-30.

MacKenzie .D in " ,Essay Introductory" ,Wajcman Judy and MacKenzie Donald ג'מרשל and J. Wajcman eds., *The Social Shaping of Technology* (Philadelphia: Open Univ. Press, 1999), pp. 3-27.

שיעור 2 דיבור וכתבה

ג' א. Harold Innis, "Empires Ancient in Media", eds Hayer .P and Crowley .D in *Communication in History: Technology, Culture, Society* (New York: Pearson, 2011), pp. 29-37.

ג' א. Eric Havelock, "Culture Western to Communication Literate of Coming The", *Journal of Communication* Vol. 30 No. 1 (1980): 90-98.

שיעור 3 דפוס: ערש המודרניות
ג' א. Eisenstein Elizabeth, "Revolution Printing of Aspects", *in Communication in History*, pp. 78-86.

ג' א. בנדיקט אנדרסון, קהיליות מדומיינות (תל אביב: אוניברסיטה פתוחה, 1999), עמ' 39-79.

שיעור 4 תחבורה, חשמל ועיור
ג' א. Schivelbusch Wolfgang, "Journey Railway The :Space in the 19th Century (Berkeley: U of California Press), pp. 41-50.

ג' א. Marvyn Carlson, "Light Electric the Imagining :Multitude the Dazzling", *in J. J. Corn ed., Imagining Tomorrow: History, Technology and the American Future* (Cambridge: MIT Press, 1986), pp. 202-217.

שיעור 5 העיתון והעיר הגדולה
ג' א. Michael Schudson, "Discovering the News (New York: Basic Books, 1978), pp. 12-31.

ג' א. Donald K. Brazeal, "Hype Media Modern to Precursor", *The Journal of American Culture* Vol. 24 No. 4 (2005): 405-414.

שיעור 6 טלגרף: מסרים ללא שליחים
ג' א. James Carey, "Telegraph the of Case The :Ideology and Technology", *in Communication as Culture: Essays on Media and Society, Revised Edition* (New York: Routledge, 2009), pp. 155-176.

ג' א. Menahem Blondheim, "Three :Technologies Good to Happen Things Bad When", *in Y. Ezrahi et al eds., Technology, Pessimism and Postmodernism* (Amherst, University of Massachusetts Press, 1995), pp. 77-92.

שיעור 7 צילום: העולם בעין העדשה
ג' א. Andre Bazin, "Image Photographic the of Ontology The", *Vol Quarterly Film* No. 4 (1960): 4-9.

ג'סוזן סונטאג, הצילום כראי התקופה (תל אביב: עם עובד, 1979), עמ' 7-30.

שיעור 8 ׀ טלפון ופונוגרף: קול ללא גוף
ג'סוזן Martin le "Mich", "Hello", "Central", "Gender", "Technology and Culture in the Formation of Telephone Systems (Montreal: McGill-Queen's University Press, 1991), pp. 50-67.

ג'סוזן Eric Rothenbuhler and John Durham Peters, "Defining Phonography: An Experiment in Theory," *The Musical Quarterly* Vol. 81 No.2 (1997): 242-264.

ג'סוזן Alva Thomas Edison, "Phonograph and its Future,"
<http://cdl.library.cornell.edu/cgi-bin/moa/sgml/moa-idx?notisidabq7578-0126-62>

שיעור 9 ׀ קולנוע: בידור להמונים
ג'סוזן Robert Sklar, *America Made-Movie (New York: Random House, 1975)*, pp. 122-140.

ג'סוזן Tom Gunning, "The Early Cinema: Attraction of Spectator and the Avant-Garde," in R. Stam and T. Miller, eds. *Film and Theory: An Anthology* (London: Blackwell, 2000), pp. 229-235.

שיעור 10 ׀ ימי הרדיו
ג'סוזן Daniel Czitrom, *From Morse to McLuhan: Media and the American Mind* (Chapel Hill: The University of North Carolina Press, 1982), pp. 60-79.

ג'סוזן Susan Douglas, "Broadcasting Begins in Communication History," pp. 232-240.

שיעור 11 ׀ טלוויזיה: חלון אל העולם
ג'סוזן Raymond Williams, *Television: Cultural Form* (New York: Schocken Book, 1974), pp. 1-25.

ג'סוזן William Boddy, "The Amateur, the Housewife, and the Salesroom Floor: Promoting Postwar US Television," *International Journal of Cultural Studies* Vol. 1. No. 1 (1998): 129-142.

שיעור 12 ׀ מחשב ואינטרנט: מה חדש במדיה החדשים
ג'סוזן Paul Ceruzzi, "An Unforeseen Revolution: Computers and Expectations, 1935-1985," in *Imagining Tomorrow*, 189-201.

online available :*Digital Culturally ",Internet" ,Streeter Tom* □□λ
<http://culturedigitally.org/2014/09/internet-draft-digitalkeywords/>

Required Reading:

as above

Additional Reading Material:

none

Course/Module evaluation:

End of year written/oral examination 100 %

Presentation 0 %

Participation in Tutorials 0 %

Project work 0 %

Assignments 0 %

Reports 0 %

Research project 0 %

Quizzes 0 %

Other 0 %

Additional information:

Responsibilities:

A. Attendance and active participation.

B. reading in preparation to class. Reading material links are found on Moodle.

C. . Final examination. For those submitting 3 reading reports: Exam 90% of final grade, reports 10% (upon submission of all three based on pass/fail mark). For those not submitting reports, final exam 100% of final grade.