
COMPARATIVE HISTORICAL COMMUNICATION in Spring 2019 (CM2004B)

Course Code	CM2004B	Professor(s)	Tanya Elder
Prerequisites	None	Office Number	G, 3rd floor
Class Schedule	TF: 09:00-10:20 in C-505	Office Hours	Tues 12:10 - 11:30 or by appointment
Credits	4	Email	telder@aup.edu
Semester	Spring 2019	Office Tel. Ext.	

Course Description

CM 2004 is a course with a historical focus, looking at the development of human communication practices and technologies. The interplay of speech, sight and sound in different communications regimes is the course's theoretical basis. Students will read a variety of texts examining the nature of communication in different times, places and cultures. They will discover how academics have reflected on the nature of oral and literate cultures, writing, printing and more recent recording and transmission technologies of all kinds, including notably digital media.

Another focus area is the changing production and circulation, presences and consumption of the image. A broad span of media forms is covered, including the printed book and newspapers, photography, cinema, television and new media. In short, the aim of CM 2004 is to help students to reflect on media evolution and the interlinked nature of media and socio-cultural forms.

In theoretical terms, the aim is for students to think about how communication tools are used in different cultural contexts, to think about technologies and mediation. Is technology the ultimate determining factor or should we think in terms of a dialectic between the human and the technical? As the digital age takes shape, how have theorists attempted to go further in theorizing how body and machines work together in constructing mediation?

VISITS: There will be at least one out-of-class visit (dates and time to be announced). To a major Paris museum (generally the Louvre).

Course Learning Outcomes

Understand the ways in which the history of human mediated communication has been studied, while focusing on the theorization of the main phases of media emergence and, in particular, of

the role of technologies in shaping communication practices.

Understand various perspectives and positions on communications history elaborated by key communications theorists.

Understand how institutional actors, from dynastic empires and nation-states to corporations, and social actors and individuals have related to each other through mediated communication.

Understand, from a comparative perspective, how media change takes place and with what impact in a range of historical periods and geographical locations.

Understand the nature and impact of media convergence in the digital age, and be able to compare the emerging digital media paradigm with earlier periods of media flux and change.

General Education

Course Outline

Introduction

What is mediated communication? Mediums, media and 'the media' / How does a comparative history of communication relate to the rest of the major in communications?

Theme 1: Primary orality

The emergence of visual culture in small-scale societies without writing / Archaeological evidence of early humankind / Ethnic memory and history in oral societies / The variety of visual culture / image and icon, symbol and sign / Parry Lord Hypothesis / Case study / And a contrast: What is new about new media?

Theme 2: Varieties of early literacy

Where did writing begin? What was its impact on human societies? Hierarchy, bureaucracy and agriculture / *The Epic of Gilgamesh* / Pictograms, semasiographic writing, the rebus principle / hieroglyphs and cuneiform / The alphabet, from Uruk to Rome / Phaedrus / The first libraries.

Theme 3: From scroll to codex

The book in the mediaeval Middle East and Europe / The Lindisfarne Gospels / The Qur'an of Sultan Baybars / The manuscript: circulation and production / U. Eco's *In the Name of the Rose* / Case study

Theme 4: The Gutenberg Revolution

Where did print first appear? Why? / Reform and Counter-Reform / The Sforza Book of Hours / With Thomas More in the first utopia / Print vernaculars, the early press and propaganda / The rise of the reading public / the nation-state / Case study: the spread of Latin and French.

Theme 5: Four c's : Time-space compression, capitalism, consumption and community

The rise of industry and empire / systems and infrastructure: photograph, telegraph and telephone / the city planned, piped and wired / spaces of consumption: great exhibitions and department stores / Case study

Theme 6: Mass society and communication

Massification of voice and image: radio, cinema and television / Communication and spaces, domestic and local, urban and national / The rise of the nuclear-family home / Sprawl town / Totalitarianism Case studies.

Theme 7: Fragmentation, convergence and virtuality

The photograph as communication: histories personal and national, interactive individuals / Big Brother – or Little Brothers / Spaces of flows, networks of Control.

Textbooks

Title	Author	Publisher	ISBN	Required
PHAEDRUS (CHRISTOPHER ROWE TR. BY)	PLATO	PENGUIN	9780140449747	Yes
ORALITY & LITERACY NEW 3RD ED	ONG, W.J	TAYLOR & FRANCIS	9780415538381	Yes

Attendance Policy

Class attendance is compulsory. Absences mean that you miss important information and this will be reflected in your performance in class tests. Explain your absences in a brief e-mail to telder@aup.edu – do not waste class-time with explanations directly to the lecturer. If you miss more than five class sessions without very good reasons, you will be obliged to withdraw from the course.

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. The French Department, for example, has its own attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an "F" for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and especially during the Drop/Add and Exam Periods.

Grading Policy

ASSIGNMENTS:

1. Reflective journal: 25 %

Students will keep a notebook in which they will reflect and comment on one of the readings for each week (not a summary). This notebook will be handed in on Friday the 26th of February and on 30th of April.

2. Midterm exam: 25 % - Friday 1st March
3. Presentation of an article to the class – 15%
4. Final Examination; 25 %
5. Participation 10 %

Active participation and class attendance is required for this class. Students are expected to have completed the assigned reading and contribute to class discussions. Each reading is designated in the syllabus and students are encouraged to raise questions and discuss issues

based on the literature covered

Assignments. Students are expected to complete course assignments on time. Failure to do so may lead to deduction of a grade point for each day the project or essay is late. (For example an A- will result in a B+ if handed in 24 hours late) Do not send work by e-mail. Work is to be handed in personally or left in my mail box, preferably with a time/date stamp from the building receptionist. If you are unable to hand in your assignment in time please see me before hand so that I can discuss the issue with you.

Plagiarism. All forms of copying are strictly forbidden and may lead to a failing grade for the course. Students are expected to express their thoughts and ideas in their own words. They are also expected to use appropriate methods of quotation, with full references, when others' ideas, words or data are used

ENGLISH LANGUAGE PROFICIENCY STATEMENT: As an Anglophone university, The American University of Paris is strongly committed to effective English language mastery at the undergraduate level. Most courses require scholarly research and formal written and oral presentations in English, and AUP students are expected to strive to achieve excellence in these domains as part of their course work. To that end, professors include English proficiency among the criteria in student evaluation, often referring students to the university Writing Lab where they may obtain help on specific academic assignments. Proficiency in English is monitored at various points throughout the student's academic career, most notably during the admissions and advising processes, while the student is completing general education requirements, and during the accomplishment of degree program courses and senior theses.

GRADING POLICY: The following guidelines will be used to evaluate and grade your work and performance .A = Exceptional; the quality of the student's work meets the highest standards of the department and the university, going well beyond the assigned requirements. A student demonstrates creative mastery of the course material. Work evinces great planning, extensive development, originality, rigorous research and argumentation, unique ideas and excellent written expression. In class on time. Fully prepared to participate in class. Has done all the relevant reading and sometimes more. Outstanding performance in tests and examinations. Writes clearly and concisely. B = Very good; A student demonstrates a thorough understanding of the course material. Work fulfils all the assigned requirements and then some. Work demonstrates careful planning and organization, strong, well-formulated argumentation and a solid grasp of course concepts and material. Written work is clear, cogent and correctly constructed. Almost always in class on time. Frequently participates in both class discussion and group work. C = Satisfactory; Work satisfies all the basic minimum requirements for the course. Work reflects a basic understanding of all the course fundamentals. Average effort. Sometimes late. Not always ready to participate but pays attention. On the whole has read the required texts. Written work covers all the necessary requirements in terms of content and form and shows reasonable command of argumentation, organization, style and grammar. D =

Unsatisfactory; Generally unprepared and this is reflected by an unwillingness to participate in class discussion. Uses class time for other activities. Generally uninterested in course material. Work submitted is incomplete; Written work is confused in argumentation and lacks unity and coherence. Claims are unsubstantiated. Written work does not adhere to basic academic standards in terms of content, form, register and style; written work contains grammatical and stylistic errors of various kinds. F = Poor; No evidence of preparation for class. Often late or absent. Fails to hand in assignments on time. Misses more than three classes without proof of a legitimate reason. No evidence of effort to fulfill even the most basic of course requirements.

Other
