

LIT 6934 Media Ecology/Ecomedia

Fall, 2103
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Description

Broadly speaking *media ecology* refers to the study of media environments and the role media and media technologies play in human lives. The idea of media ecology dates back to Marshall McLuhan (1964) and Neil Postman (1968) and addresses the roles of information and code, orality and literacy, grammar and rhetoric, semiotics and systems theories, and histories and philosophies of technology. As Neil Postman has put it, “Media ecology looks into the matter of how media of communication affect human perception, understanding, feeling, and value; and how our interactions with media facilitates or impedes our chance of survival.”

Ecomedia studies began to emerge in 2009 as an interdisciplinary study of the role non-print media and media technologies play in ecocritical and ecocompositional inquiry. Unlike media ecology which asks questions regarding the relationship between media and human affairs, ecomedia turns its gaze upon media’s roles in human/nature relationships. In particular, ecomedia studies have taken up ecocinema as a central aspect of its project.

This course brings media ecology into conversation with ecomedia to consider complex media systems and evolving ecological media cultures (what the University of Vermont blog *Immanence* has dubbed e2mc). At the fore, this course will consider the inevitable question of what is or what can be a media ecology of ecomedia. Subsequently, the course will consider non-print media from a number of theoretical avenues. Likewise, the course will take a two-fold approach: studying non-print media through media ecology and ecomedia and actively producing and using non-print media.

Required Readings

- Cubitt, Sean. *Ecomedia*.
- Fuller, Matthew. *Media Ecologies: Materialist Energies in Art and Technoculture*.
- Guatri, Felix. *The Three Ecologies*.
- Maxwell, Richard and Toby Miller. *Greening the Media*.
- McLuhan, Marshall. *The Gutenberg Galaxy*.
- Postman, Neil. *Technopoly*.
- Strate, Lance. *Echoes and Reflections: On Media Ecology as a Field of Study*.

Assignments

All assignments for this class are designed to collaboratively develop a digital hub for ecomedia studies. Each student will be required to provide content for the hub site in the following forms:

- *Blog posts*—rather than maintain an individual blog, each student will contribute ten critical, in-depth blog posts to the ecomedia hub’s news feed/discussion.
- *Responses*—each student is required to comment (substantially) on ten posts by others posting to the news feed/discussion.

- *Position papers*—each student will write a position paper about some aspect of ecomedia/media ecology. Position papers will be compiled in the introductory pages of the ecomedia hub.
- *Resource Contribution*—each student will contribute to the development of multiple annotated bibliographies and resource lists for the ecomedia hub, including a reading bibliography, a media/film bibliography, a glossary, and a teaching resource.
- *Media Project*—each student will produce an original media project for publication on the ecomedia hub. Thus, we will be specifically concerned with avoiding copyright infringements and with circulation efforts.

Listserves

FALL-03A9-L@lists.ufl.edu

Policies

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

This class adheres to UF's policies regarding grading, which can be found at <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>.

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code (<http://www.dso.ufl.edu/scsr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Phone numbers and contact sites for university counseling services and mental health services: <http://www.counseling.ufl.edu/cwc/Default.aspx>; 392-1575, University Police Department 392-1111 or 9-1-1 for emergencies.

Schedule

August 26, 2013

Course Introduction

September 2, 2013

Labor Day, No Classes

September 9, 2013

Discussion of the Hub

September 16, 2013

McLuhan, Marshall. *The Gutenberg Galaxy*.

September 23, 2016

McLuhan, Marshall. *The Gutenberg Galaxy*.

September 30, 2016

Postman, Neil. *Technopoly*.

October 7, 2013

Cubitt, Sean. *Ecomedia*.

October 14, 2013

Lopez, Antono. *Media Ecologies: Materialist Energies in Art and Technoculture*.

October 21, 2013

Lopez, Antono. *Media Ecologies: Materialist Energies in Art and Technoculture*.

October 28, 2013

Guatri, Felix. *The Three Ecologies*

November 4, 2013

Maxwell, Richard and Toby Miller. *Greening the Media*.

November 11, 2013

Maxwell, Richard and Toby Miller. *Greening the Media*.

November 18, 2013

Strate, Lance. *Echoes and Reflections: On Media Ecology as a Field of Study*

November 25, 2013

Strate, Lance. *Echoes and Reflections: On Media Ecology as a Field of Study*

December 2, 2013

Course Wrap Up