

## NEW TECHNOLOGY AND MASS MEDIA

JOUR 740, Section 001

Instructor: Augie Grant, J. Rion McKissick Professor of Journalism

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Office Hours: Tuesdays 2:30-4:00 pm  
Wednesdays 9:30-11:20 am  
Thursdays 1:30-3:30 pm  
Other times and days by appointment

Class meets: Tuesdays, 9:30-12:30 in Col. 3020B

Texts: Lin, C. A. & Atkin, D. J. (Eds.) (2007). *Communication Technology and Social Change: Theory and Implications*. Mahwah, NJ: LEA.

Grant, A. E. & Meadows, J. H. (Eds.) (2010). *Communication Technology Update (12th ed.)*. Boston, MA: Focal Press.

Reading packet available for checkout during office hours

### COURSE SUMMARY

This course provides an introduction to and analysis of emerging communication technologies, including descriptions of the technologies, empirical research on their adoption and use, and social implications of the technologies. Emphasis will be on emerging technologies in mass communication including digital TV, home video, TV shopping, and others. Emerging interpersonal communication systems will also be covered including computers, telepresence, Internet, cellular telephone, and others. Emerging distribution technologies such as broadband networks and satellites will also be studied in relation to traditional technologies. Each student will be expected to develop an in-depth understanding of two technologies including evolution, economics, applications, diffusion, individual and social impacts and technical descriptions.

### READINGS

A packet of readings supplementing the texts is available for checkout from the instructor. This packet includes required readings for every class session. The course outline is attached; it includes a reading list for each session followed by a complete bibliography for the course. Additional readings may be required; these will be assigned at least one week in advance.

### COURSE EVALUATION

You will have the opportunity to evaluate the course and instructor near the end of the term; your responses will not be available to the instructor or the teaching assistants until after final grades are turned in.

## GRADING POLICY

Grades will be based upon weighted averages of the following:

Book Review	15%
Failure Paper	15%
Evolutionary Analogue Paper	30%
Final Paper	40%

Each assignment will receive a letter grade. Pluses and minuses may be used at the instructor's discretion. The final grade will be a weighted average of these scores.

**NOTE: DUE DATES FOR ASSIGNMENTS ARE SUBJECT TO CHANGE**

## DETAILED ASSIGNMENTS

The "Failure Paper," requires you to choose one emerging communication technology that you expect to fail based upon the theories and other factors discussed in class. This paper should be at least 1250 words and should include a detailed bibliography. The prediction of failure must be based upon application of theory, history, etc., not just personal opinion.

The "Evolutionary Analogue" paper requires you to analyze an emerging technology through use analysis of one or more existing, analogous technologies. This paper should begin by explaining the rationale for selecting the analogous technologies, then must explore the evolution of the analogous technology in detail, examining all levels of the "umbrella." The paper should conclude with an assessment of the prospects, barriers, etc. for the emerging technology based upon the lessons from the analogous technologies, again addressing all levels of the "umbrella." (2000 words min.)

Each student must write a three- to five-page book review. The book must be an anecdotal account of the development of a technology or a biography of a person identified with a specific technology. Books should be approved by the instructor before the review is written. The purpose of this assignment is to provide some rich detail of the importance of interpersonal relations, serendipity, and competition in the development and diffusion of communication technologies. NOTE: This should not be a scholarly book! See the Stone (1994) reading from the reading packet for an idea of the type of material this book should cover. Half of the report should summarize the book; the other half should analyze the information presented in the book as it relates to the subject matter of this course.

Four options are available for the final paper: a business plan, a market analysis, a theory paper, or a "technology update." The business plan requires preparation of a fully-developed business plan for a new communication technology, including a description of the technology, marketing plan, competitive analysis, financials, etc. This paper should make substantial references to relevant theories of consumer behavior and lessons from existing and obsolete technologies in order to bolster the business plan.

The second option is to prepare a detailed market analysis for an emerging communication technology product or service. This analysis should reflect substantial research into the market, including analyses of specific companies in the market, substantial references to relevant theories of consumer behavior and lessons from existing and obsolete technologies.

The third option for the final paper is a theory paper that presents a detailed study of one or more of the theories of consumer behavior, technology diffusion, organizational factors, etc. (either presented in this course or used in the study of communication technologies). This paper must provide both a detailed description of the theory and application of the theory to provide insight into one or more existing or emerging communication technologies.

The fourth option for the final paper is to prepare a "technology update" similar to those in the textbook. Each such update should use the same organization, including introduction, background, recent developments, factors to watch, and bibliography. All areas of the umbrella should be covered in the update. The instructor will provide a detailed set of guidelines to anyone wishing to use this option for the final paper.

Regardless of the option chosen, the final paper should be at least 2500 words, making use of visual information (graphics, charts, etc.) as well as text. Each class member will present a brief (10 minute maximum) overview of their final paper during the last class session so that all class members can benefit from the insight developed in each paper.

Drafts of any assignment may be submitted to me for review no later than one week before the assignment is due. Any such draft will be pre-graded; i.e., I will assign it a grade as if it was the final draft. You then have the option to re-do the paper or accept the pre-grade.

It is presumed that all work submitted is the original work of the student whose name appears on it and that the work was prepared originally and exclusively for this course. All research notes and materials gathered for papers and reports should be kept and must be made available to the instructor at his request. All such material will be returned to the student following the evaluation of papers and reports.

Upon request, any written assignment other than the book review may be done as a "team" project, with up to 3 people working together on the assignment. Approval of the "team" must be obtained at least two weeks before the due date, and the assignment will be lengthened in consideration of the extra resources available to produce the paper. One grade will be given for the assignment, and that grade will be applied to each team member. Only two of the three assignments may be completed as part of a team.

Because you are studying communication, your grade for each assignment will depend in part upon the quality of the documents you submit for grading, including the spelling, punctuation, organization, and grammar of all three papers. Papers submitted for grading which contain a substantial number of writing problems will be returned ungraded.

## COURSE OUTLINE AND READINGS

(text readings are indicated by "\*\*")

- 1/10 Introduction; The Umbrella Model of Communication Technology; Using theories to study comm. technology  
\*Update Chs. 1 & 2  
\*Lin & Atkin, Ch. 1 & 2
- 1/17 Media system dependency theory; social information processing; social impacts of technology.  
\*Update Ch. 3  
Ball-Rokeach (1989)  
Rosenstein & Grant (1997)  
Fulk et al. (1987)  
Druckman (2011)  
Rogers (1986) Chapters 5 and 8
- 1/24 The challenge and opportunities of the control revolution; introduction to the information society; the diffusion of innovations; media convergence.  
\*Update Chs. 4 & 5  
Beniger (1986)  
Williams et al. (1988)  
Moore (1991)  
Grant (2009)  
Park (2010)
- 1/31 Organizational information processing; Computers; Internet.  
\*Lin & Atkin, Chs. 5 & 6  
\*Update Chs. 13 & 19  
Papacharissi & Fernback (2005)  
Stone (1994)  
Yoo (2009)  
Sun et al. (2008)  
**Failure Paper Due 10:00 PM**
- 2/7 Broadband Networks & Home Networks; Videophones  
\*Update Chs. 21  
Smith (2010)  
LaRose & Eastin (2004)  
Tewksbury (2005)  
Webster & Lin (2002)  
Noll (1992)
- 2/14 Telephony; Critical mass for interactive technologies.  
\*Update Ch. 18  
Markus (1986)  
Dizard (1989)  
Leung & Wei (2000)  
Pelton (1998)  
Campbell & Kwak (2010)

- 2/21 Teleconferencing; electronic commerce; digital signage  
 \*Update Ch. 11 & 22  
 \*Lin & Atkin, Ch. 10, 11  
 McAlister & Turow (2002)  
 Noll (1986)  
 Grant, Guthrie, & Ball-Rokeach (1991)
- 2/28 Community networks, email, & computer mediated communication  
 \*Lin & Atkin, Ch. 3, 7, & 12  
 Rice et al. (1990)  
 Hadden (1994)  
 Grant & Berquist (1998)  
 Hampton et al. (2010)  
 Park & Lee (2010)  
**EVOLUTIONARY ANALOGUE DUE 10:00 PM**
- 3/13 Social networking; mobile revolution; YouTube?  
 \*Update Ch. 20  
 Han et al. (2009)  
 Haridakis & Hanson (2009)  
 Greer & Ferguson (2011)  
 Grant (2008)
- 3/20 Video games, Interactive TV, and Cinema  
 \*Update Chs. 9, 12, & 14  
 Grant, Meadows, & Handy (1998)  
 Funk & Buchman (1996)  
 Smith et al. (2003)  
 Shen & Williams (2011)
- 3/27 Pre-diffusion theory; Digital Television; Digital Audio; Radio  
 \*Update Chs. 6, 10, & 16  
 Morrison & Krugman (2001)  
 Grant (1993b) (HDTV: Impacts & Applications)  
 Lin (2010)  
 Baaren et al. (2011)
- 4/3 Multi-channel Television: Cable, DBS, & IPTV  
 \*Update Chs. 7 & 8  
 Ahn & Litman (1997)  
 Waterman and Grant (1991)  
 Waterman (1986)  
 Grant (1993a) (Prospects for VOD)  
 Grant (1994) (Promise Fulfilled?)  
 Parsons (2003)  
**BOOK REVIEW DUE**
- 4/10 Home Video; Digital Imaging  
 \*Update Ch. 15 & 17  
 \*Lin & Atkin, Ch. 8, 9, 13, 14  
 Noh & Grant (1997)  
 Winn (2009)  
 Smith & Krugman (2010)

\*Update, Ch. 23

\*Lin &amp; Atkin, Ch. 15

**FINAL PAPERS DUE****BIBLIOGRAPHY**

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