

MEDIAWORKS • 04 - 05

Fall Syllabus

First class meeting: 9:30 am, Tuesday, September 28, 2004, Com 408

Students accepted into Mediaworks must attend this first meeting or they will be dropped from the program.

• • **PLEASE NOTE: WEEK ONE SCHEDULE IS DIFFERENT FROM THE REST OF THE QUARTER** • •

Weekly schedule:

Tues:	9:30-12:30	Workshops	Com 408, Lib 1308
	1:30-4:00	Lecture/Screening	Sem E 1105
Wed:	9:30-11:30	Seminar	Sem D 2107 (Julia's); Sem B 2107 (Ruth's)
	11:30-1	office hours (Julia)	
	1-5	Technical Proficiencies	TBA
Thurs:	9:30-2:30	Workshops	Com 408, Lib 1308
	3-4:30	Weekly Wrap	Com 408
	4:45-5:30	office hours (Ruth)	
Fri:	variable	Technical Proficiencies	TBA

***please reserve either Wednesday afternoons or Fridays for technical proficiency workshops**

Syllabus outline:

Week 1:	Introductions, orientation and learning community
Weeks 2-6:	Disturbing Media
Weeks 7-10:	Roots of Mass Culture
Week 11:	Evaluation Conferences

Core texts:

- *Practices of Looking* by Marita Sturken & Lisa Cartwright
- *Spectacular Realities* by Vanessa Schwartz
- *Understanding Comics* by Scott McCloud
- Assorted Critical Art Ensemble chapters at <http://www.critical-art.net/books/index.html>
- Various reprints of essays for seminar and workshop. These will be available in a password-protected folder called READINGS in the MEDIAWORKS program folder on the CALAWAH server. Details TBA

Optional & Recommended:

Keywords: A Vocabulary of Culture & Society, by Raymond Williams
Tactical Reality Dictionary, by Konrad Becker

CREDIT AND EVALUATION CRITERIA:

Credit will be awarded on the basis of work completed and turned in on time. Evaluations will be based on the integrity of, effort put into, and risk taken in your work as well as your productive participation in the Mediaworks learning community.

<Week 1: 9/28-10/1 <BUILDING OUR LEARNING COMMUNITY>

READ: • "Observations on Collective Cultural Action" in *The Critical Art Ensemble's Digital Resistance*

on their web site: <http://www.critical-art.net/books/digital/index.html>

• *Understanding Comics*, Scott McCloud. <Intro, Ch. 1, Ch. 2>

Tu	9:30 Com 408	First Class Meeting: Introductions and Orientation
	1:30 Sem 2, E1105	Freeing Signifiers: A Movie, Bruce Conner, (1959)
		<i>Unlocking the Striped Box:</i> Surrealist and other games
Wed	9:30-4 Com Recital Hall	Creative Journaling Workshop with Faculty Emeritus Marilyn Frasca. We will be sharing Marilyn with the <i>Evolution of the Book</i> program. Dress comfortably, bring a journal or loose leaf binder, writing/drawing implements and any other recording devices you like.
Th	9:30 Com 408	Drawing Workshop; Introduce <u>Understanding Comics</u> ; <i>Time Out</i> , Priit Parn, (1984) Alien Anthropologist performances, discuss Covenant, form seminar/workshop groups

<Week 2 10/5-10/8 <WHAT MEANING, WHAT?>

Read: • Practices of Looking [PL] Intro, Ch.1, Ch.2 (pp. 1-71)

• Excerpt from Trickster Makes This World by Lewis Hyde, 1998.

Tu	9:30	First Rotation of Recombinance Workshops Begin Ruth's Seminar Group in Com 408, Julia's in L1308
	1:30:	E1105 Lecture/Screening: Messing with signs in <i>Reign of the Dog</i> (Ruth)
Wed	9:30-11:30	Seminar
Th	9:30:	Workshops
	3:00:	Wrap
	Read:	<u>Electronic Disturbance [ED]</u> Ch 5, "Utopian Plagiarism, Hypertextuality, and Electronic Cultural Production" <u>Digital Resistance [DR]</u> Ch 8, "The Financial Advantages of Anti-Copyright"

<Week 3 10/12-10/15 <WHAT ARE WE SAYING?>

Read: • [PL] Ch 3 (pp. 72-108)

Tu	9:30:	Workshops
	1:30:	Lecture/Screening: Screen Testing: Identity, Image, Culture and the Lost Artifacts of Tomorrow. (Julia)
Wed	9:30-10:45	Seminar
	11:00-1	Lecture Hall 1 "How the Media Teach About Diversity," talk by Carlos Cortes

Th 9:30: Workshops
3:00: Wrap: Multi-media performances based on [ED] Ch 2, "Nomadic Power and Cultural Resistance" and Ch 3, "Video and Resistance: Against Documentaries"

<Week 4 10/19-10/22 <BUT IS IT REAL?>

Read: • [PL] ch. 4, (pp. 109-150)
• "The Work of Art in the Age of Mechanical Reproduction," by Walter Benjamin

Tu 9:30 **Second Rotation of Recombinance Workshops begins:
Ruth's Seminar in L1308, Julia's in Com 408**

1:30: Lecture/Screening: Realism to Abstraction (Ruth)

Wed 9:30-11:30 Seminar

Th 9:30: Workshops

3:00: Wrap: Multi-media performances based on [ED] Ch 6 "Fragments on the Problem of Time" and Ch 7 "Paradoxes and Contradictions"

<Week 5 10/26-10/29 <THERE'S SOMETHING STUCK IN MY THROAT>

Read: • [PL] <Ch 5, Ch 6>
• "Where the Consciousness Industry is Concentrated: An Interview" Hans Haacke
• "Paper Tiger TV" by DeeDee Halleck
• "Introduction: Crossing the Theory/Practice Rubicon", Laura Kipnis, from Ecstasy Unlimited

Tu 9:30: Workshops

1:30: Lecture/Screening: Video, Television and Soap (Julia), *Production Notes* by Jason Smith

Wed 9:30-11:30 Seminar

Th 9:30: Workshops

3:00: Wrap: Multi-media performances based on [DR] Ch 1, "Electronic Civil Disobedience, Simulation and the Public Sphere" and Ch 2 "The Mythology of Terrorism on the Net"

<Week 6 11/2-11/5 <WHO DO WE THINK "I" IS?>

Read: • [PL] Ch. 7
• "Postmodernism and Consumer Society", Jameson
• "Animatophilia, Cultural Production and Corporate Interests; the Case of Ren and Stimpy", Langer

Tu 9:30: Recombinance Workshops Wrap

1:30: Lecture/Screening: High and Low (Ruth)

Wed 9:30-11:30 Seminar

Th: Faculty Retreat: No Class

<Week 7 11/9-11/12 <WHAT WAS IT?>

Read: • Spectacular Realities [SR], Introduction and Ch 1

- "The Moving Image" from Emile Cohl, Caricature, and Film by Donald Crafton
 - "Twenty-five heads under one hat: Quick-change in the 1890s" by Matthew Solomon, in MetaMorphing: Visual Transformation and the Culture of Quick Change
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Tu 9:30: First Rotation of Spectacular Video/Animation Workshops Begin
1:30: Lecture/Screening: Novelties and Experiments (Ruth)

Wed 9:30-11:30 Seminar

Th 9:30: Workshops

3:00: Wrap: Multi-media performances based on Electronic Civil Disobedience [ECD] Ch 3
"Slacker Luddites" and Ch 4 "The Technology of Uselessness"

<Week 8 11/16-11/19 <WHAT WAS IT LIKE?>

Read: [SR] Ch 2

Read these BEFORE you read the Gunning essay

- "Cult of Distraction: On Berlin's Picture Palaces," Siegfried Kracauer
- "The Kingdom of Shadows," Maxim Gorky
- "Realm of Boredom," Maxim Gorky
- Tolstoy on Cinema
- "The Crowd at the Cinematographe," Jules Romains

- "An Aesthetic of Astonishment: Early Film and the (In)credulous Spectator", Tom Gunning
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Tu 9:30: Workshops

1:30: Lecture/Screening: Shock, Boredom, Distraction and Astonishment (Julia)

Wed 9:30-11:30 Seminar

Th 9:30: Workshops

3:00: Wrap: Multi-media performances based on [ECD] Ch 5 "Human Sacrifice in Rational Economy"

<Thanksgiving Break: No Classes>

<Week 9 11/30-12/3 <WHAT DO WE DO WITH IT?>

Read: • SR Ch 3-4

- "The Cinema of Attractions: Early Film, Its Spectator, and the Avant-Garde", Tom Gunning
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Tu 9:30: Second Rotation of Spectacular Video/Animation Workshops Begin

1:30: Lecture/Screening: From Attraction to Story (Julia)

Wed 9:30-11:30 Seminar

Th 9:30: Workshops

3:00: Wrap: [ECD] Ch 2 "Resisting the Bunker" and Ch 6 "Addictionmania"

WINTER MEDIAWORKS FACULTY, LAURIE MEEKER, VISITS

<Week 10 12/7-12/10 <WALKING BACKWARD INTO THE FUTURE>

Read: • [SR] Ch 5 and Conclusion

• "The Ethics of Form: Structure and Gender in Maya Deren's Challenge to the Cinema" by Maureen Turim, from Maya Deren and the American Avant-Garde, Bill Nichols, ed.

• "Avant-garde Cinemas Before World War II" by Lauren Rabinovitz, from her book Points of Resistance

Tu 9:30: Workshops

1:30: Lecture/Screening: Surrealist and other Avant-Garde Strategies (Ruth)

Wed 9:30-11:30 Seminar

Th 9:30: Workshops

3:00: End of Quarter Wrap

Week 11 Evaluation Week

Eval Conferences will be held Monday-Wednesday, 12/13-15