



## Korea University International Summer Campus (KU ISC) 2023

*Embark on a unique summer*

June 27, 2023 ~ August 3, 2023

### ISC186 – New Media and Communication

#### I. Instructor

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Kakao Talk ID	:	haerinshin
Home Institution	:	Korea University
Class Time	:	Period 4 (3:00pm ~ 4:40pm KST)
Office	:	Online
Office Hours	:	1pm-2:30pm on class days

#### II. Textbook

Required Textbook	:	All materials will be available for download / online access on a designated class <a href="#">Google Drive</a> folder (direct link on Blackboard)
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#### III. Course Description, Objectives, and Assignments

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## Course Description

As breakthroughs in medical and computer science continuously expand the scope of our bodily and mental presence, the question concerning technology – the role it plays in defining our being and reality, its functional mechanism, and the effects such new methods of mediation exert upon our perception and cognition – presses us with an ever-growing urgency. How do we define and know who we are, and how does one certify his or her own existence, in an age when mechanical augmentation, extension, or even replacement of the body is a realistic venture, and the properties of the human mind can be reproduced, preserved, and/or emulated in the form of digital code? If the human body and its operational constitution could be compatible with that of machines, and self-evolving machines could interact with or even replace humans in their intellectual capacity, what does being human and discerning the grounds of the reality we inhabit involve, and mean?

Do new mediatory means reconfigure the way in which we perceive, comprehend, and in turn build the world we live in? This course explores how new media represent, reflect on, and inspire reality and being by focusing on the structure and workings of digital and other types of telepresence technology. Students will examine how presence and its representation have transitioned from analog to digital, and organic to mechanic channels of mediation and instantiation. Course materials and exercises will include primary materials ranging from short stories to film, animation, TV, games, virtual reality content, etc., and theoretical/critical works on various media/form. In addition to reading the assigned texts, students will be expected to engage in class discussions, collective in-class writings, short individual writings, and group/solo presentations.

## Course Objectives

- Interrogate what “media” (and other related terms and concepts such as mediation and representation) means across temporal, cultural, material, and relational parameters
- Think about the new-old dynamic in media. What would qualify as new media, and why? How does the old become new, and new grow old? How does this process influence our perception and cognition?
- Examine and engage with various media instantiations (their workings, structures, effects, evolution, and interrelations)
- Explore how the changing mediascape of the past, present, and future (the advent of the digital age) shape our understanding of being, reality, and the society
- Develop critical skills to situate and comprehend the texts within the social and historical rubrics from which they were conceived and are currently consumed
- Acquire the tools (vocabulary, concept, historiography, etc.) to critically think and write about media

## Assignments

- Group presentation

All students will be asked to choose a text/day and form groups, and prepare a presentation to kick off the day. Presentation groups will be formed, first come first serve basis, on the 1<sup>st</sup> day of class. Group members will collaborate to (1) conduct research on the text/topic’s background and historical/cultural context, (2) examine medium-specificity, (3) explore the material in depth through close readings, (4) and prepare critical questions the class members will discuss together

at the end of the presentation. The total length of the presentation should be max. 20 min. Free format (ppt, Prezi, pdf, images, etc.). Proper role assignment and the full participation of all group members required. Presenting groups will upload the presentation materials they used to a designated Google Drive Folder (entitled Group Presentations) so that other class members would be able to revisit and consult the content at any later point.

- In-class collaborative writing

Students will form small groups and collaboratively produce written responses to a set of questions about the assigned text/material at least once each week.

- Midterm Proposal

All students will be asked to choose a topic/material for their final projects, and submit a one-page project proposal for their midterm. The proposal should explain the motivation behind one's choice of text/topic, what the critical intervention is or will be, and how one plans to conduct research (articles, book chapters, survey, etc.). The final product should look like a five minute presentation, free format, accompanied by a reflection essay (more details below). Formal font (Times New Roman or equivalent) 12 size, 1 inch margin on all four sides, word document format required. The file name should specify the student's name, and what the document is about.

e.g. Helen\_Proposal

Submit by uploading to a designated folder on Google Drive.

Alternatively, students can choose to write a min. 1500 words (can go over) paper on their choice topic/text. Students opting for the paper option will be required to write a 250-word abstract. Formal requirements are the same as above, excepting the title of the document.

e.g. Helen\_abstract

Submit through Google Drive.

- Final Class Conference: Presentation on Projects

The final week of the class will be a formal academic conference – a celebratory occasion whereat students will have a chance to showcase their hard work. Each and every member will offer a five-minute lightning talk, concisely summarizing their project's thesis (critical intervention) and content. The rest of the class members will serve as active audience, and provide feedback real-time during the presentation. Since this is a media class, utilize media aid (visuals, sounds, videos, etc.), exercising creativity.

Those who chose to write a paper will be expected to do the same (present), but instead of composing a formal presentation, they are welcome to read select excerpts from the paper itself. Of course, the expectation would be the same; concisely explain the thesis/critical intervention, and wisely choose excerpts that effectively showcase the main point of the paper.

- Final Submission of Project/Paper

Once the final conference is over, students will be asked to read through the live feedback they received from their classmates, and –

In the case of those who opted for the project track, compose a one-page reflection essay that summarizes their thoughts on the research and preparation process, elaborating on what they've learned, how helpful (or not) the live feedback was and why that is so, and what new knowledge they've created. Format requirements are the same as those for the midterm project.

In the case of those who wrote a paper, incorporate the content of the live feedback to revise and review the paper draft.

Complete project presentations and papers are to be submitted through a designated folder on Google Drive. Doc title should indicate the nature of the content and one's name.  
e.g. Helen\_project, or Helen\_paper

#### IV. Grading

Attendance & Participation (including in-class writing)	:	25%
Midterm Project Proposal or Paper Abstract	:	15%
Final Project / Paper	:	25%
Group Presentation	:	15%

#### V. Class Outline

**\* Only the highlighted materials are to be viewed/read before class (others will be discussed and explored on site in class, together)**

Date	Topic	To Do after Class
<b>Week 1: Intro, Media, New Media</b>		
June 27 (Tue)	Orientation Day: No Class	
June 28 (Wed)	Intro –Syllabus Overview & housekeeping Media and Mediation / Media, Form, Genre / electronic vs. static and digital vs. analog	
June 29 (Thu)	Discussion on Marshall McLuhan’s “ <a href="#">The Medium Is the Message</a> ” In-class exposition of <a href="#">Janet Murray’s “Inventing the Medium”</a>	* Familiarize yourself with <a href="#">the film terminology chart/reading a film sequence</a>
June 30 (Fri)	<b>complete group pres sign up sheet,</b> In-class screening of <a href="#">Searching</a>	
<b>Week 2: Cyberspace</b>		
July 3 (Mon)	Group Presentation and discussion on <a href="#">Searching</a> and discussion	
July 4 (Tue)	Group Presentation and discussion on Jorge Luis Borges “ <a href="#">The Garden of Forking Paths</a> ”  <b>(infinity &amp; repetition as Pi, Pi clip from Person of Interest / Hypertext, SEARCHING close reading (select scenes and sequences)</b>	
July 5 (Wed)	Group Presentation and discussion on <a href="#">Tron</a>	

July 6 (Thu)	Group Presentation and in-class writing on Vannevar Bush “ <a href="#">As We May Think</a> ”	
	<b>Week 3: Remediation</b>	
July 10 (Mon)	Group Presentation on <a href="#">Remediation</a>	
July 11 (Tue)	“Rocket Man” <sup>1</sup> <a href="#">1-1</a> , <a href="#">2</a> , <a href="#">3</a> : expansion on <i>Remediation</i>	
July 12 (Wed)	Group Presentation and discussion on “ <a href="#">Be Right Back</a> ”	
July 13 (Thu)	Group pres * disc on “ <a href="#">Computing Machinery and Intelligence</a> ” [narrow/AGI/ASI, emergence, substrate independence] *Midterm proposals due by Sunday midnight	<b>* Submit a proposal for your final presentation plan by Sun midnight (Google Drive Folder)</b>
	<b>Week 4: Artificial Intelligence &amp; Robots</b>	
July 17 (Mon)	Group presentation & disc on <a href="#">AI: Artificial Intelligence</a> [close reading, Chinese Room]	
July 18 (Tue)	The Chinese Room, <a href="#">Moral Patience</a>	Play with AI Dungeon
July 19 (Wed)	Uncanny valley chart follow up, Algorithmic Bias (HP Media Smart Computer, Algorithmic Justice League, The Moral Machine)  Group presentation & in-class writing on <a href="#">The Uncanny &amp; “The Uncanny Valley”</a> Group presentation & disc on <a href="#">AI Dungeon</a> & discussion (GPT III / In-class research on AI created arts / )	
July 20 (Thu)	<a href="#">Field Trip to Hito Steyerl - A Sea of Data</a>	Start playing <i>Papers, Please</i> (or alternatively, watch playthroughs )
	<b>Week 5: Games, XR (Extended Reality), Social Media</b>	
July 24 (Mon)	Presentation on Hito Steyerl’s works & follow up discussion Group presentation & disc on <a href="#">Habitual Media</a> [sign up for final presentations - recording, or live]	
July 25 (Tue)	Group presentation & disc on <a href="#">Papers, Please</a> and discussion  - Algorithmic Bias (follow up on HP Media Smart Computer / coded bias, predictive policing, wrongful arrests based on FRT, gendered AI assistants and the trap of default, the Chinese Room) - Computational Creativity (Benjamin and the Aura / readymade art, fear of automation vs algorithmic creativity,	

	e.g. AlphaCode, AI-generated art examples, GPTIII and natural language processing, the Guardian Article, more in AI dungeon and world building, e.g. the Chinese AI Poet, 1 the road, the Korean AI novel, Magical realism bot, etc.)	
July 26 (Wed)	Review Day - theory review and collaborative writing <b>sign up for final presentations</b>	
July 27 (Thu)	<a href="#">Final Self-Assessment</a> In-class workshop: peer feedback on Final Project or paper, in breakout rooms, and then <b>WORK ON YOUR PROJECTS / PAPERS</b> <b>sign up for final presentations</b>	
	<b>Week 6: Final Class Conference</b>	
July 31 (Mon)	Class Conference Day 1	
Aug 1 (Tue)	Reading Day (use this time to work on your final projects - also feel free to consult/brainstorm with me. Let me know in advance)	
Aug 2 (Wed)	Class Conference Day 3	
Aug 3 (Thu)	Graduation Day (Available both Online/Offline)	<b>* Submit final product by Fri midnight (Google Drive Folder)</b>