

The Landscape of Digital Media

Wednesday, September 5, 2012

LIB 1201

New York City College of Technology

Born Digital?

What does Born Digital mean?

Pavlik: “transform the nature of storytelling... especially with younger audiences” (p.7)

Harrington & Meade: “online culture is created by willing unpaid volunteers” (p.7)
“content... given away free to promote core product... and books” (p.8)

Old Media → New Media

Who decides what is published digitally and what is not?

How is the website of a newspaper or magazine different from the print version?

Can text-based forms survive in a media-rich digital environment?

Media Corporate Ownership

Who Owns the Media?

THE CONGLOMERATION OF MAGAZINES

In the wake of FCC rulings deregulating media consolidation, many critics expressed fear of a country where a few large media companies control vast swaths of radio stations, television affiliates, newspapers, and magazines. A close look at the titles on your newsstand offers a revealing look at this developing dystopia dominated by a few multi-media giants with their fingers in as many pies as possible. While the range of editorial freedom surely varies from publication to publication, it's worth knowing from where your ideas about style, culture, and politics are coming.

What do you think about a few companies controlling a large number of media outlets?

Do we need alternatives?

Does “born digital” content provide alternatives?

Wikis & blogs

Publishing opportunity? For whom?

Wikipedia (Wikimedia Foundation, not-for-profit)

Wikileaks (not-for-profit organization)

TMZ.com and Huffington Post (AOL)

Controversial, non-mainstream or marginal voices

– your examples?

For Monday, September 10:

- *Discussion:* Non-text media: sound, images, multimedia
- *Reading:* Pavlik pp. 79-84, [Sisario](#), [Elton](#)
(help with [off-campus access](#) to articles from library databases)
- *Assignment:* Write one reading response blog post
- Questions?

Looking ahead to Wednesday 9/12 – Prof. Leonard away;
guest speakers on alternative print and digital media