

The Landscape of Digital Media

Monday, September 11, 2013

LIB 1201

New York City College of Technology

Meikle & Young, *Media Convergence*

Authors discuss what is *new*: Foursquare, Spotify, Layar (as of 2012)

What is new NOW?

Convergence Culture – we remix, remake, distribute, create & consume across media

What are some ethical, regulatory, technological, other issues?

Mod, Post-artifact Books & Publishing

What do these disrupted systems mean to you as a reader/contributor/commenter/writer?

Activity: locate a website, blog post, article, or other online content **ABOUT** any of the following, offer critique on what you read there:

37signals

Frank Chimero

Amanda Hocking

John Boardley, I love typography

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?

How is the experience of reading books evolving?

How will text-based forms evolve to survive in a media-rich digital, networked, interactive 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?

For Monday, September 16:

Discussion: Non-text media: sound, images, multimedia

Reading: Meikle & Young, 13-27, [Sisario](#), [Brna](#), [Elton](#)

help with [off-campus access](#) to articles from library databases

Assignment: Write one reading response blog post

Discussion Facilitators: Wendy, Ohlynn, Edwin