

The Landscape of Digital Media

Monday, September 12, 2011

LIB 1201, Fall 2011

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

Media Ownership Chart

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

Wikileaks

TMZ.com

Other controversial, non-mainstream or marginal voices – your examples?

For Wednesday, September 14:

- *Discussion:* Alternative media: print (zines, pamphlets, etc.) and electronic (blogs, wikis, etc.)
- *Reading:*
 - Zine World, A Quick Guide to zines
 - Wright, The History and Characteristics of zines (Part I only)
 - Eland, Critical Thinking, Deviant Knowledge and the Alternative Press
- *Assignment:* Comment on at least one blog post (mine or your classmates)
 - Questions? How to post a comment?