

COMM 5344: SEMINAR IN MEDIA ECOLOGY

7-Week Seminar Schedule (Beginning March 2)

Module 1 - March 2

Orientation & Foundations of Media Ecology

Topic: Orientation to Media Ecology

Readings / Media

- Video: “How Wolves Change Rivers”
- Optional Video: Carpenter, “Oh, What a Blow...” (in Canvas)

Assignments/Discussions

- Ecological Change and New Media
 - Media Logs
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Week 2 – March 9 – 14

SPRING BREAK

Module 2 - March 16

Sizzle and Substance/Defining the Unseen: Media Ecology Definitions and Themes

Topics

- Definitions of Media Ecology
- Themes in Media Ecology

Readings / Media

- (Optional): *American Roads* (38-minute video): identify media ecology themes
- Cali, *Mapping Media Ecology*, Chapters 1 and 2

Assignments/Discussions

- “You’re the Expert”
- “Navigating the News”

Module 3 – March 23

The Founders' Gallery: Canonical Figures in Media Ecology

Topics

- Mapping Marshall McLuhan

Readings

- Cali, *MME*, Chapters 4

Assignments

- Tetradic Analysis

Module 4 – March 30

Beyond McLuhan: Other Trailblazers in Media Ecology

Topics:

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Readings / Media

- Cali, *MME*, Chapters 5-11
- Primary work of assigned theorist

Assignments/Discussions

- “Heuristic Lens”: Heuristic Analysis of a Social Media Influencer”

Module 5 – April 6

Dystopia's Anti-Environment: Awakening from the Digital Daze

Topics

- Environment and Anti-Environment in Media Ecology

Readings:

- Cali “Lecture on Anti-Environment”
- Film, “The Machine Stops” (in Canvas)
- Documentary: *Space Times Square* (in Canvas Studio; also available at: <https://vimeo.com/33872812>)

Assignments/Discussions

- Analyzing Dystopian Films through Media Ecology Theories
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Module 6 – April 13

Unplugged: Navigating the Dilemma of Social Media and AI

Topics

- Media Ecology and Social Media
- Media Ecology and Artificial Intelligence

Readings:

- Netflix’s “The Social Dilemma” (accessed in your Netflix account or on Rumble here: <https://rumble.com/v6zv268-the-social-dilemma-2020.html>)
- Podcasts: “Your Undivided Attention” on major podcast platforms like [Apple Podcasts](#), [Spotify](#), and [YouTube](#). It is also available through the [Center for Humane Technology's website](#) and is part of the [TED Audio Collective](#)

Assignments

- Clicks & Consequences: Unpacking “The Social Dilemma” and “Your Undivided At
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Module 7 – April 20

Burnout and Beyond: Exploring Society through Media Ecology

Topics

- Media Ecology on Burnout
- Media Ecology on Amusement

Readings

- Byung-Chul Han, *The Burnout Society*

- Neil Postman, *Amusing Ourselves to Death*

Assignments

- Amusement and Burnout Decoded: Reflections on Media, Society and Media Ecology
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