

**Florida International University
Honors College
COURSE SYLLABUS**

21st Century Media
S2023
Professor: Robert H. Hacker

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COURSE DESCRIPTION

In each form and in the totality, media is best understood in a 3-part context that integrates economics, technology and culture. According to the international consulting firm McKinsey, information doubles every eighteen months. Much of this information now comes to us through digital media—social media, video, art, music and advertising. This course provides the opportunity to develop the multidisciplinary skills required to succeed in the current century using media topics as a subject matter familiar to all of us.

Each week this course explores a different form of media in order to understand the insights that shape the business model, technology platform and cultural changes brought about by the particular media. Such exploration may also probe the historical context, the ethical issues and relevant principles of epistemology. Web 1.0, Web 2.0, Web 3.0 is a recurring theme. Genius is encouraged.

Course Topics:

Week 1—Course introduction, explanation of 3-part framework and Krebs Creativity Cycle

Week 2—Photography

Week 3—TV, cable TV and video

Week 4—Art and artificial intelligence (AI)

Week 5—Instagram (IG), TikTok

Week 6—Music and its history

Week 7—Mid-term project presentations

Week 8—Web 1.0, Web 2.0, Web 3.0

Week 9—Blockchain, Crypto and Metaverse

Week 10—Generative AI

Week 11—Customer experience in real time

Week 12—Freedom of speech and other ethical issues

Week 13—Final project presentations

Topics will be adjusted to match the actual number of weeks in the semesters. Topics may be reorganized.

COURSE OBJECTIVES

- For students to learn new problem-solving techniques in multidisciplinary fields
- For students to learn how to develop insights about culture and new technology
- For students to learn about the history and technology of the arts and media and the impact on culture
- To introduce the epistemological issues of new media

LEARNING OUTCOMES

- The ability to approach and understand multidisciplinary issues
- The ability to solve new problems using the framework of economics, technology and culture and to apply it to any type of problem or analysis
- The ability to identify the key assumptions underpinning a problem and to reframe the problem for insight
- The ability to construct a multi-perspective analysis of issues

Student Learning Outcomes will be measured based on the weekly assignments, the bi-weekly and final presentations and classroom participation.

COURSE PRE-REQUISITES / CO-REQUISITES

None.

TEXTBOOKS & OTHER REQUIRED MATERIAL

Required Texts:

- [News in the Age of Abundance](#) by David Perell
- How to See the World: An Introduction to Images, from Self-Portraits to Selfies, Maps to Movies, and More by [Nicholas Mirzoeff](#)
- Visualization and Interpretation: Humanistic Approaches to Display by Johanna Drucker

The books are available from most on-line websites for books. Any edition is suitable.

There is a reading list of recent articles that supplements other readings in this course. Students are expected to prepare all readings for short presentations in class.

[Syllabus continues on next page]

COURSE PROCEDURES/METHODOLOGY

The first half of each class is devoted to books or readings. Students will present most books and readings. The second half of each class is devoted to student presentations of their work on the course project. The course project is done in teams and presented in a PPT format.

Grade will be determined based on in class presentations of books and readings, quality of classroom participation, class attendance and the course project. Percentages are shown below.

Weekly reflections	10%
Mid-term PPT	20%
Final PPT	50%
Class participation	20%
Total	100%

One assignment will be identified to add to the student's portfolio

CLASS or PROFESSOR POLICIES

Very active role in class discussion is expected and required.

GRADING STANDARDS/PERFORMANCE MEASURES

Grading will be on a curve, based on grades for attendance, class participation, presentations and the project.

FIU/Honors College POLICIES

The FIU Academic Pledge

As a student of this university:

- I will be honest in my academic endeavors.
- I will not represent someone else's work as my own.
- I will not cheat, nor will I aid in another's cheating.

Intellectual Honesty Statement

Students at Florida International University are expected to adhere to the highest standards of integrity in every aspect of their lives. Honesty in academic matters is part of this obligation. Academic Integrity is the adherence to those special values regarding life and work in an academic community. Any act or omission by a student which violates this concept of academic integrity and

undermines the academic mission of the University, shall be defined as academic misconduct and shall be subject to the procedures and penalties mandated by the University and the School of Hospitality and Tourism Management.

Misconduct Statement

Florida International University is a community dedicated to generating and imparting knowledge through excellent teaching and research, the rigorous and respectful exchange of ideas and community service. All students should respect the right of others to have an equitable opportunity to learn and honestly to demonstrate the quality of their learning. Therefore, all students are expected to adhere to a standard of academic conduct, which demonstrates respect for themselves, their fellow students, and the educational mission of the University. All students are deemed by the University to understand that if they are found responsible for academic misconduct, they will be subject to the Academic Misconduct procedures and sanctions, as outlined in the Student Handbook.

Misconduct includes: Cheating – The unauthorized use of books, notes, aids, electronic sources; or assistance from another person with respect to examinations, course assignments, field service reports, class recitations; or the unauthorized possession of examination papers or course materials, whether originally authorized or not. Plagiarism – The use and appropriation of another’s work without any indication of the source and the representation of such work as the student’s own. Any student who fails to give credit for ideas, expressions or materials taken from another source, including internet sources, is responsible for plagiarism.

Academic Misconduct Procedures and Penalties

In The Honors College, the term “honor” refers both to academic accomplishment and character. Students in Honors should therefore adhere to and be held to the highest standards of personal academic accountability. Academic dishonesty in any form, including plagiarism, is antithetical to the very definition of being an Honors student at FIU. Consequently, an Honors College student found responsible for academic misconduct will be dismissed from the College.

An Honors faculty member may bring charges of academic misconduct against an Honors student if the faculty member suspects plagiarism or other forms of academic misconduct. The faculty member will decide whether to pursue informal resolution, file formal resolution charges, or take no further action, and will follow the procedures outlined in the Academic Misconduct Procedures, available at <http://integrity.fiu.edu/misconducts.html>

Please refer to the following documents for additional information:

- FIU Code of Academic Integrity – <http://integrity.fiu.edu/>
- FIU Student Handbook – <https://studentaffairs.fiu.edu/about/student-handbook/index.php>

Honors Engagement Requirements

Beginning in Fall 2014, Honors College students are required to accumulate at least 20 engagement points each academic year (Fall and Spring) by attending Honors College activities. Students attending only one semester (Fall or Spring) are required to accumulate 10 engagement points. See: <http://honors.fiu.edu/current-students/citizenship/>.

Community Service

Honors College students must also complete 20 volunteer service hours. These hours DO NOT count toward the 20 engagement points discussed above. See <http://honors.fiu.edu/current-students/community-service/>.

Student Portfolios

The Honors College will be using a portfolio method to assess students' learning outcomes. The portfolio allows for maximum flexibility in gauging student learning. Students decide (with instructor consultation) what "artifacts" or assignments to include for consideration in their portfolios to demonstrate successful achievement of each of five key student learning outcomes over the 4-year Honors experience. See: <http://honors.fiu.edu/current-students/portfolio/>.

Cell Phones

Cell phones and beepers are prohibited during class.