

Code: BMI-FLMD-322E.28

Course title: New Media: Tendencies in Film and Beyond

Course convenor: Zoltán Dragon

Class time and place: Mon, 09.00-10:30, 137

Course type: seminar

Course content: The seminar tackles issues related to the workings of so-called new media technologies that inform our everyday life, on the one hand, and re-form our cultural interfaces, on the other. We begin by assessing our understanding of the term(s) and function(s) of “media” and develop our critical view on how it has come to be “new.” We then enter the terrain of remediation and software studies to comprehend the changes in the technological basis of media and see what all this does to the concept and working of the image and the moving image. Readings address the digital shift and its consequences and effects both on the subject and its wider context in society.

1. Introduction & orientation
2. Manovich, Understanding Media, Software Studies
3. Bolter & Grusin, Networks of Remediation
4. Manovich, Alan Kay’s Universal Media Machine
5. Manovich, Understanding Metamedia
6. Manovich, Hybridization
7. Manovich, Soft Evolution, **Mid-Term test**
8. Manovich, Media Design
9. Rodowick, The Virtual Life of Film
10. Rodowick, A New Landscape (Without Image)
11. Manovich, Cinema as Cultural Interface
12. **Final test**
13. Conclusion, grades

Final schedule is subject to change.

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- Requirements:**
1. Class participation 20%
 2. Presentation 25%
 3. Mid-Term Test 20%
 4. Final Test 35%

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- Indicative Reading:**
- Bolter, Jay David and Richard Grusin. *Remediation. Understanding New Media*. MIT Press, 2000.
 - Manovich, Lev. *The Software Takes Command*. 2008.
 - Rodowick, David N. *The Virtual Life of Film*. Harvard UP, 2007.
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