New Media PhD Area Exam

The area exam reading list in New Media comprises a list of Core Texts, which form the basis of study in this field, as well as eight Sub-Field lists, that reflect how the New Media is subdivided into distinct but related areas of research. These sub-fields are:

1. Electronic Text
2. Gaming
3. Information Design
4. Material Culture of New Media
5. New Media Art and Poetics
6. New Media Theory
7. Philosophy of Technology
8. Social Media

Instructions to students:

All students must study the Core Text list.

All students must choose TWO sub-field lists to study, in addition to the Core Texts, and indicate this choice to the exam committee at the time the student registers to write the exam.

All students must supplement the lists of each of the two chosen sub-fields by 8-10 article-length pieces that either focus the readings more precisely on one aspect of the sub-field (e.g., the study of the 'screen' as interface within the sub-field of Material Culture of New Media) or which bring the most current research to bear on the general contours of the list (e.g., the most recent journal articles on social network sites for the Social Media sub-field). These additions must be approved by the exam committee FOUR months before the sitting of the exam.

Furthermore, the study of New Media necessarily entails critical literacy of the technologies at issue, ranging from the operating systems of personal computers, to GIS technologies embedded in mobile phones, to e-book readers, and even malware. Students must engage meaningfully with these technologies, as directed in the lists.

All students must specify FOUR potential 'object texts' to be subject to critical analysis during the exam: these object texts will be technologies and media artifacts, such as are proposed in the lists below, and may include particular devices (e.g., iPad or Blackberry PlayBook, Nintendo 64), services (e.g., Android Market, Twitter, Match.com), artifacts (e.g.,

afternoon: a story, Ms. PacMan, Shaytards), or interfaces (touch, command line, or graphical interfaces; open source versus proprietary interfaces)

Core Texts: New Media Studies

Barthes, Roland. *Camera Lucida*. New York: Hill and Wang, 1982.

Bell, David and Barbara Kennedy, eds. *The Cybercultures Reader*. 2nd ed. New York: Routledge, 2007.

Benjamin, Walter. "The Work of Art in the Age of Mechanical Reproduction." *Illuminations: Essays and Reflections*. Ed. Hannah Arendt. Trans. Harry Zohn. New York: Schocken, 1969.

Bolter, Jay David and Diane Gromala. *Windows and Mirrors: Interaction Design, Digital Art, and the Myth of Transparency*. Cambridge, MA: MIT P, 2005.

Bolter, Jay David and Richard Grusin. *Remediation*: *Understanding New Media*. Cambridge, MA: MIT P, 1997.

Gibson, William. *Neuromancer*. New York: ACE, 1984.

Gitelman, Lisa and Geoffrey B. Pingree, eds. *New Media 1740-1915*. Cambridge, MA: MIT P, 2003.

Haraway, Donna. "A Cyborg Manifesto: Science, Technology, and Socialist-Feminism in the Late Twentieth Century." *Simians, Cyborgs and Women: The Reinvention of Nature*. New York: Routledge,1991.

Hayles, N. Katherine. *How We Became Posthuman: Virtual Bodies in Cybernetics, Literature, and Informatics*. Chicago: U of Chicago Press, 1999.

Heidegger, Martin. *The Question Concerning Technology and Other Essays*. Trans. William Lovitt. New York: Harper Perennial, 1982.

Lister, Martin, Jon Dovey, Seth Giddings, Iain Grant and Kieran Kelly. *New Media: A Critical Introduction*. 2nd ed. Routledge, 2008.

Lyotard, Jean Francois. *The Postmodern Condition: A Report on Knowledge*. Manchester: Manchester UP, 1979.

Manovich, Lev. *The Language of New Media*. Cambridge, MA: MIT P, 2001.

McLuhan, Marshall. *Understanding Media: The Extensions of Man.* 1964. Cambridge, MA: MIT P, 1994.

Norman, Donald. *The Design of Everyday Things*. New York: Basic Books, 2002.

Perron, Bernard & Mark Wolf, eds. *The Video Game Theory Reader 2.* Routledge, 2008.

Salen, Katie and Eric Zimmerman. *Rules of Play: Game Design Fundamentals*. Cambridge, MA: MIT P, 2003.

Thorburn, David and Henry Jenkins, eds. *Rethinking Media Change: The Aesthetics of Transition*. Cambridge, MA: MIT P, 2004.

Tufte, Edward, *Envisioning Information.* Cheshire, CT: Graphics P, 1990.

Ulmer, Greg. *Heuretics: The Logic of Invention*. Baltimore: Johns Hopkins UP, 1994.

Wardrip-Fruin, Noah and Nick Montfort. *The New Media Reader*. Cambridge, MA: MIT P, 2003.

Wolfe, Cary. *What is Posthumanism?* Minneapolis: U of Minnesota P, 2009.

Possible Technologies Examined:

- networks
- operating systems
- cameras
- sensors
- qrcodes
- smart phones
- ebooks
- tablets
- desktop
- memory
- malware
- *others, as determined by student and committee*

Material Culture (History and Devices)

Bogost, Ian. *Unit Operations: An Approach to Videogame Criticism*. Cambridge, MA: MIT Press, 2006.

Brooks, Rodney. *Flesh and Machines: How Robots Will Change Us.* New York: Vintage, 2003.

Cerruzi, Paul. *A History of Modern Computing*. 2nd ed. Cambridge, MA: MIT P, 2003.

Campbell-Kelly, Martin and William Aspray. *Computer: A History of The Information Machine.* 2nd ed. Boulder, CO: Westview P, 2004.

Gitelman, Lisa. *Always Already New: Media, History, and the Data of Culture*. Cambridge, MA: MIT P, 2006.

Kirschenbaum, Matthew. *Mechanisms: New Media and the Forensic Imagination*. Cambridge, MA: MIT P, 2008.

Kittler, Freidreich. *Gramophone, Fim, Typewriter*. Stanford: Stanford UP, 1999.

Mann, Steve with Hal Niedzviecki. *Cyborg: Digital Destiny and Human Possibility In the Age of the Wearable Computer*. Toronto: Doubleday Canada, 2001.

Montfort, Nick and Ian Bogost. *Racing the Beam: The Atari Video Computer System*. Cambridge, MA: MIT P, 2009.

Munster, Anna. *Materializing New Media: Embodiment in Information Aesthetics*. Hanover, NH: Dartmouth College P, 2006.

Parikka, Jussi and Erkki Huhtamo. *Media Archaeology: Approaches, Applications, and Implications.* Berkeley: U of California P, 2011.

Rabinowitz, Lauren and Abraham Geil, eds. *Memory Bytes: History, Technology, and Digital Culture*. Durham, NC: Duke UP, 2004.

Rombes, Nicholas. *Cinema in the Digital Age*. New York: Wallflower Press, 2009.

Tufte, Edward, *The Cognitive Style of Powerpoint.* Cheshire, CT: Graphics P, 2006.

Turkle, Sherry, ed. *Evocative Objects*. Cambridge, MA: MIT P, 2007.

Turkle, Sherry. *The Second Self.* Cambridge, MA: MIT P, 1986.

Wardrip-Fruin, Noah. *Expressive Processing: Digital Fictions, Computer Games, and Software Studies*. Cambridge, MA: MIT P, 2009.

Yates, Frances. *The Art of Memory*. Chicago: U of Chicago P, 1966.

Zielinski, Siegfried. *Deep Time of the Media: Toward an Archaeology of Hearing and Seeing by Technical Means*. Cambridge: MIT P, 2006.

Possible Technologies Examined:
- gramophones, films, typewriters
- stereographs, camera obscurae, still photograph technologies
- inscription devices
- presentation software
- input and output devices (teletype, screen, mouse, finger, printer, etc.)
- historical and contemporary personal computing devices
- *others, as determined by the candidate and the committee*

PhilTech

Baillie, Harold W. and Timothy K. Casey, eds. *Is Human Nature Obsolete Genetics, Bioengineering, and the Future of the Human Condition*. Cambridge, MA: MIT P, 2005.

Barthes, Roland*. Image-Music-Text*. London: Fontana, 1977.

Baudrillard, Jean. *Selected Writings*. Ed. Mark Poster. Stanford: Stanford UP, 1998.

Benedikt, Michael, ed. *Cyberspace: First Steps*. Cambridge, MA: MIT P, 2006.

Brooks, Rodney. *Flesh and Machines: How Robots Will Change Us.* New York: Vintage, 2003.

Coyne, Richard. *Technoromanticism.* Cambridge, MA: MIT P, 1999.

Derrida, Jacques. *Archive Fever*. Chicago: U of Chicago P, 1998.

Dreyfus, Hubert L. *On the Internet*. New York: Routledge, 2001.

Hansen, Mark. *New Philosophy for New Media*. Cambridge, MA: MIT P, 2006.

Harvey, David. *The Condition of Postmodernity*. Malden, MA: Blackwell, 1990.

Ihde, Don. *Bodies In Technology*. Minneapolis: U of Minnesota P, 2002.

Jameson, Fredric. *Postmodernism, or the Cultural Logic of Late Capitalism*. Durham, NC: Duke UP, 1990.

Kittler, Freidrich. *Gramophone, Fim, Typewriter*. Stanford: Stanford UP, 1999.

Kurzweil, Ray. *The Age of Spiritual Machines: When Computers Exceed Human Intelligence*. New York: Penguin, 2000.

Liestøl, Gunnar, Andrew Morrison, Terje Rasmussen, eds. *Digital Media Revisited*. Cambridge, MA: MIT P, 2003.

McLuhan, Marshall and Quentin Fiore. *The Medium is the Massage: An Inventory of Effects*. 1967. Berkeley: Gingko P, 2001.

Moravec, Hans. *Mind Children: The Future of Robot and Human Intelligence*. Cambridge, MA: Harvard UP, 1990.

Munster, Anna. *Materializing New Media: Embodiment in Information Aesthetics*. Hanover, NH: Dartmouth College P, 2006.

Noble, David. *Religion of Technology*. New York: Penguin, 1999.

Ronnell, Avital. *The Telephone Book: Technology, Schizophrenia, Electric Speech*. Omaha, NB: U Nebraska P, 1991.

Stiegler, Bernard. *Technics and Time 1: The Fault of Epimetheus*. Trans. Richard Beardsworth and George Collins. Stanford: Stanford UP, 1998.

Virilio, Paul. *War and Cinema: The Logistics of Perception*. Trans. Patrick Camiller. London: Verso, 1989.

Possible Technologies Examined:
- Artificial Intelligence
- Artificial Life
- Genetic Engineering
- Cryogenics
- Wearable Computing

- Virtual Reality
- Augmented Reality
- Androids
- Robots
- Animatronics
- Prosthetics
- Mnemonic devices (broadly construed)
- Digital sensors (motion, light, heat, etc.)
- *others, as determined by the candidate and the committee*

Electronic Text

Aarseth, Espen. *Cybertext: Perspectives on Ergodic Literature*. Baltimore: Johns
        Hopkins UP, 1997.
Bolter, Jay David. *Writing Space: The Computer, Hypertext, and the History of
        Writing*. Hillsdale, NJ: Lawrence Erlbaum, 1991.
Burnard, Lou, Katherine O'Brien O'Keefe, and John Unsworth, eds. *Electronic
        Textual Editing*. New York: MLA, 2006.
Bush, Vannevar. "As We May Think." *The Atlantic Monthly* July 1945: 101-108.
Danielewski, Mark Z. *House of Leaves: The Remastered Full-Color Edition.* 2nd
        ed. New York: Pantheon, 2000.
Derrida, Jacques. *Archive Fever.* Chicago, U of Chicago P, 1998.
Hayles, N. Katherine. *My Mother Was a Computer: Digital Subjects and Literary
        Texts.*   Chicago: U of Chicago P, 2005.
Jackson, Shelley. *Patchwork Girl.* Watertown, MA: Eastgate Systems, 1995.
        CD-ROM.
Jenkins, Henry. *Fans, Bloggers, and Gamers: Media Consumers in a Digital Age*.
        New York: NYU P, 2006.
Joyce, Michael. *afternoon, a story.* Watertown, MA: Eastgate Systems, 1987.
        CD-ROM.
Landow, George P. *Hypertext : The Convergence of Contemporary Critical
        Theory and Technology*. Baltimore: Johns Hopkins UP, 1991.
Lanham, Richard A. *The Electronic Word: Democracy, Technology and the
        Arts.* Chicago: U of Chicago P, 1993.
Montfort, Nick. *Twisty Little Passages*. MIT P, 2003
Murray, Janet. *Hamlet on the Holodeck: The Future of Narrative in Cyberspace*.
        Cambridge: MIT P, 1998.
Nelson, Theodore. *Literary Machines.* Sausalito, CA: Mindful P, 1994.
Ong, Walter J. *Orality and Literacy: The Technologizing of the Word*. 2nd ed.
New   York: Routledge, 2002.
Schreibman, Susan, Ray Siemens, and John Unsworth, eds. *Companion to
        Digital Humanities*. Oxford: Blackwell, 2004.
Siemens, Ray and Susan Schreibman, eds. *Companion to Digital Literary
        Studies.* Oxford: Blackwell, 2008.
TEI Consortium, eds. *TEI P5: Guidelines for Electronic Text Encoding and
        Interchange.* Charlottesville, VA: TEI Consortium, 2011.

Possible Technologies Examined:

- Kindle / Nook / eReader / Kobo / iBook
- hypertext fiction
- fan fiction
- "e-books"
- full-text linguistic and literary corpora
- electronic text archives
- digital editions
- HTML / SGML / XML
- TEI
- interactive fiction / text-based gaming
- *others, as determined by the candidate and the committee*

New Media Theory

Edwards, Paul N. *The Closed World: Computers and the Politics of Discourse in Cold War America*. Cambridge, MA: MIT P, 1997.

Hansen, Mark. *Bodies in Code*. New York: Routledge, 2006.

Hansen, Mark. *New Philosophy for New Media*. Cambridge, MA: MIT P, 2006.

Kittler, Freidreich. *Gramophone, Fim, Typewriter*. Stanford: Stanford UP, 1999.

Kress, Gunther and Theo Van Leeuwen. *Multimodal Discourse: The Modes and Media of Contemporary Communication*. Oxford: Hodder Arnold, 2001.

Laurel, Brenda. *Computers as Theatre*. Boston: Addison-Wesley, 1993.

O'Gorman, Marcel. *E-Crit: Digital Media, Critical Theory, and the Humanities*, U of Toronto P, 2006.

Nakamura, Lisa. *Cybertypes: Race, Ethnicity, and Identity on the Internet*. New York: Routledge, 2001.

Nakamura, Lisa. *Digitizing Race: Visual Cultures of the Internet*. Minneapolis: U of Minnesota P, 2007.

Mayer-Schonberger, Viktor. *Delete: The Virtue of Forgetting in the Digital Age*. Princeton, NJ: Princeton UP, 2009.

Mosco, Vincent. *The Digital Sublime: Myth, Power, and Cyberspace*. Cambridge, MA: MIT P, 2006.

Murray, Janet. *Hamlet on the Holodeck: The Future of Narrative in Cyberspace*. Cambridge, MA: MIT P, 1998.

Stone, Rosanne Allucquere. *The War of Desire and Technology at the Close of the Mechanical Age*. Cambridge, MA: MIT P, 1996.

Turkle, Sherry. *Life on the Screen: Identity in the Age of the Internet*. Touchstone Books, 1997.

Possible technologies Examined:
- ●the internet
- ●the www
- ●popular representations of computing technologies
- ●*others as determined by the candidate and the committee*

New Media Art and Poetics

Aarseth, Espen. *Cybertext: Perspectives on Ergodic Literature*. Baltimore: John
Hopkins UP, 1997.

Danielewski, Mark Z. *House of Leaves: The Remastered Full-Color Edition.* 2nd
ed. New York: Pantheon, 2000.

Hayles, Katherine. *Writing Machines*. Mediawork Pamphlet Series. Cambridge,
MA: MIT P, 2002.

Jackson, Shelley. *Patchwork Girl.* Watertown, MA: Eastgate Systems, 1995.
CD-ROM.

Joyce, Michael. *afternoon, a story.* Watertown, MA: Eastgate Systems, 1987.
CD-ROM.

Laurel, Brenda. *Utopian Entrepreneur*. Mediawork Pamphlet Series. Cambridge,
MA: MIT P, 2001.

Marquard Smith, ed. *Stelarc: The Monograph*. Cambridge, MA: MIT P, 2006.

Miller, Paul D. *Rhythm Science*. Mediawork Pamphlet Series. Cambridge, MA:
MIT P, 2004.

Morris, Adelaide and Thomas Swiss. *New Media Poetics: Contexts, Technotexts,
Theories*. Cambridge, MA: MIT P, 2006.

Nelson, Theodore. *Literary Machines*. Sausalito, CA: Mindful P, 1994.

Raley, Rita. *Tactical Media*. Minneapolis: U of Minnesota P, 2009.

Rombes, Nicholas. *Cinema in the Digital Age*. New York: Wallflower P, 2009.

Sterling, Bruce. *Shaping Things*. Mediawork Pamphlet Series. Cambridge, MA:
MIT P, 2005.

Ulmer, Gregory L. *Heuretics: The Logic of Invention.* Baltimore: Johns Hopkins
UP, 1994.

Possible Technologies Examined:
- wearable / implantable computing devices / RFID
- computer poetry
- data visualizations / visualization tools
- conceptual computer art / installations / processes / games
- computer music
- Photoshop
- YouTube
- *others, as determined by the candidate and the committee*

Gaming

Bogost, Ian. *Persuasive Games: The Expressive Power of Videogames*. Cambridge, MA: MIT P, 2010.

Calleja, Gordon. *In-Game: From Immersion to Incorporation*. Cambridge, MA: MIT P, 2011.

Castranova, Edward. *Synthetic Worlds: The Business and Culture of Online Games*. Chicago: U of Chicago P, 2005.

Corneliussen, Hilde G. and Jill Walker Rettberg, eds. *Digital Culture, Play, and Identity: A World of Warcraft Reader*. Cambridge, MA: MIT P, 2008.

Flanagan, Mary. *Critical Play: Radical Game Design*. Cambridge, MA: MIT P, 2009.

Harrigan, Pat and Noah Wardrip-Fruin, eds. *Second Person: Role-Playing and Story in Games and Playable Media*. Cambridge, MA: MIT P, 2007.

Harrigan, Pat and Noah Wardrip-Fruin, eds. *Third Person: Authoring and Exploring Vast Narratives*. Cambridge, MA: MIT P, 2009.

Huizinga, Johan. *Homo Ludens*. Boston: Beacon P, 1992.

Jenkins, Henry. *Fans, Bloggers, and Gamers: Media Consumers in a Digital Age*. New York: NYU P, 2006.

Juul, Jesper. *Half-Real: Video Games between Real Rules and Fictional Worlds*. Cambridge, MA: MIT P, 2005.

Kafai, Yasmin B., Carrie Heeter, Jill Denner, and Jennifer Y. Sun, eds. *Beyond Barbie and Mortal Kombat: New Perspectives on Gender and Gaming*. Cambridge, MA: MIT P, 2008.

McGonigal, Jane. *Reality is Broken: Why Games Make Us Better and How They Can Change the World*. New York: Penguin, 2011.

Murray, Janet. *Hamlet on the Holodeck: The Future of Narrative in Cyberspace*. Cambridge: MIT P, 1998.

Pearce, Celia. *Communities of Play: Emergent Cultures in Multiplayer Games and Virtual Worlds*. Cambridge, MA: MIT P, 2009.

Raley, Rita. *Tactical Media*. Minneapolis: U of Minnesota P, 2009.

Wardrip-Fruin, Noah and Pat Harrigan, eds. *First Person: New Media as Story, Performance, and Game*. Cambridge, MA: MIT P, 2004.

Possible Technologies Examined:
- consoles contemporary and historical
- arcade gaming hardware
- graphics engines / algorithms
- MODs
- games: PC, console, social, serious, 'gamification'
- *others, as determined by the candidate and the committee*

Social Media

boyd, danah and Nicole Ellison. "Social Network Sites: History, Definition, Scholarship." *Journal of Computer-Mediated Communication* 13.1 (2007): n. pag.

Dery, Mark, ed. *Flame Wars: The Discourse of Cyberculture*. Durham, NC: Duke UP, 1995.

Garton, Laura, Caroline Haythornthwaite, and Barry Wellman. "Studying Online Social Networks." *Journal of Computer-Mediated Communication* 3.1 (1997): n. pag.

Granovetter, Mark. "The Strength of Weak Ties." *American Journal of Sociology* 78.6 (May 1973):1360-1380.

Haythornthwaite, Caroline. "Strong, Weak, and Latent Ties and the Impact of New Media." *The Information Society* 18 (2002): 385–401.

Jenkins, Henry *Convergence Culture: Where Old and New Media Collide*. New York: NYU P, 2008.

Jenkins, Henry. *Fans, Bloggers, and Gamers: Media Consumers in a Digital Age*. New York: NYU P, 2006.

Kress, G. *Multimodality: A Social Semiotic Approach to Contemporary Communication*. Oxon: Routledge, 2010.

Manovich, Lev. "The Practice of Everyday (Media) Life: From Mass Consumption to Mass Cultural Production?" *Critical Inquiry* 35.2 (2009): 319-331.

O'Reilly, Tim. "What Is Web 2.0: Design Patterns and Business Models for the Next Generation of Software." *Oreilly.com.* O'Reilly Media, 30 Sept. 2005.

Nissenbaum, Helen. *Privacy in Context: Technology, Policy, and the Integrity of Social Life.* Stanford: Stanford UP, 2010.

Papacharissi, Zizi, ed. *A Networked Self: Identity, Community, and Culture on Social Network Sites*. New York: Routledge, 2011.

Rettberg, Jill Walker. *Blogging*. Cambridge, UK: Polity P, 2008.

Solove, Daniel. *The Future of Reputation: Gossip, Rumour, and Privacy on the Internet*. New Haven: Yale UP, 2009.

Sudweeks, Fay, Margaret McLaughlin and Sheizaf Rafaeli, eds. *Network and Netplay: Virtual Groups on the Internet*. Cambridge, MA: MIT P, 1998.

Turkle, Sherry. *Life on the Screen: Identity in the Age of the Internet*. Touchstone Books, 1997.

Possible Technologies Examined:
- Friendster / Facebook / MySpace / Bebo / Orkut
- Club Penguin
- Match.com / eHarmony

Information Design

Arnheim, R. *Visual Thinking*. Berkeley: California UP, 1969.

Barthes, Roland*. Image-Music-Text*. London: Fontana, 1977.

Buchanan, Richard and Victor Margolin. *Discovering Design: Explorations in Design Studies*. Chicago: U of Chicago P, 1995.

Collins, Karen. *Game Sound*. Cambridge, MA: MIT P, 2008.

Coyne, Richard. *Designing Information Technology in the Postmodern Age*. Cambridge, MA: MIT P, 1995.

Handa, Carolyn. *Visual Rhetoric in a Digital World: A Critical Sourcebook.* Boston: Bedford/St. Martin's, 2004.

Harris, Randy Allen. *Voice Interaction Design: Crafting the New Conversational Speech Systems.* San Francisco: Morgan Kaufmann, 2004.

Jacobson, Robert E., ed. *Information Design*. Cambridge, MA: MIT Press, 1999.

Kress, Gunther, and Theo van Leeuwen. *Reading Images: The Grammar of Visual Design.* London: Routledge, 1996.

Kress, Gunther, and Theo van Leeuwen. *Multimodal Discourse: The Modes and Media of Contemporary Communication*. Oxford: Hodder Arnold, 2001.

Mitchell, W.J.T. *Iconology: Image, Text, Ideology.* Chicago: U of Chicago P, 1986.

Mitchell, W.J.T. *Picture Theory: Essays on Verbal and Visual Representation*. Chicago: U of Chigago P, 1994.

Mitchell, William J. *Me++: The Cyborg Self and the Networked City*. Cambridge, MA: MIT P, 2003.

O'Gorman, Marcel. *E-Crit: Digital Media, Critical Theory, and the Humanities*. Toronto: U of Toronto P, 2006.

Raskin, Jef. *The Humane Interface: New Directions for Designing Interactive Systems*. Boston: Addison-Wesley Professional, 2000.

Tufte, Edward. *The Cognitive Style of Powerpoint.* Cheshire, CT: Graphics P, 2006.

Van Leeuwen, Theo. *Speech, Music, Sound*. Basinstoke Hampshire: Macmillan P, 1999.

Ware, Colin. *Information Visualization: Perception for Design*. San Francisco: Morgan Kaufmann, 2000.

White, Alex W. *The Elements of Graphic Design: Space, Unity, Page Architecture and Type.* New York: Allworth P, 2002.

Possible technologies to examine:
- typography / book design
- photography / graphic design
- sounds
- the interface of whatever software catches your fancy or makes you rage
- doors
- HCI

- powerpoint
- *others, as determined by the candidate and the committee*