

## **Repetition and (New) Media: Remember, Replay, Remix**

(taught Fall 2011, UCSD, Department of Communication COHI 175, class size: 41)

### Description:

This class explores the phenomenon of repetition theoretically by placing it into a historical trajectory of media including memory, writing, painting, radio, television, film, video games, and the Internet. We will begin the course with terms such as remake, remix, rerun and reproduce. We will then explore the different specifics and ramifications of repetition in the different media at different eras. Questions you should be thinking of are: What is repetition? Is New Media (digital) repetition different/new? How do we as humans interact with repetition by itself, and as a communicative form?

### Writing:

- In class response essay (30 minutes) - What does this clip have to do with repetition?
- Review paper (3-5 pages) - Pick one reading that you feel strongly about (either positively or negatively) and respond to it. A) Summarize the main points, B)(depending on your positive/negative response) critique or support the article with your response, and C) expand upon the article in some way.
- Final Paper (2 part cycle) - pick topic
  - Outline - feedback given.
  - Paper - Approximately 5-7 pages.

*Formula:* attendance and participation (~10%), in class response papers (~20%), response essay (~30%), Final Outline (~10%), Final Paper (~30%)

### Required Materials:

- Derek Kompare. *Rerun Nation: How Repeats Invented American Television*. New York: Routledge, 2005.
  - all other readings are available through the library e-reserves or the provided URL.

### Syllabus:

#### *Part 1: What is Repetition?*

#### Week 1 - Class 2

- Marita Sturken and Lisa Cartwright. "Visual Technologies, Image Reproduction, and the Copy." *Practices of Looking: An Introduction to Visual Culture*. 2nd ed. New York: Oxford University Press, 2009: pp.183-222.

#### Week 2 - Class 3

- Umberto Eco. "Innovation & Repetition: Between Modern & Postmodern Aesthetics." *Daedalus* Fall 2005: pp. 191-207.

#### Week 2 - Class 4

- Walter Benjamin. "The Work of Art in the Age of Mechanical Reproduction." In *Video Culture: A Critical Investigation*, edited by John C. Hanhardt. Salt Lake City: G.M. Smith in association with Visual Studies Workshop Press, 1986: pp. 27-52.

Week 3 - Class 5

- Stuart Hall. "Representation, Meaning and Language" In *Representation: Cultural Representations and Signifying Practices*. London: Sage Publications, 1997: pp. 15-64.

Week 3 - Class 6

- Hillel Schwartz. "Once More, With Feeling." In *The Culture of the Copy: Striking Likenesses, Unreasonable Facsimiles*. New York: Zone Books, 1996: pp. 258-319.

Week 4 - Class 7

- Lev Manovich. "What is New Media?" In *The Language of New Media*. Cambridge: MIT Press, 2001: pp. 19-61.

*Part 2: "Old" Media Repetition*

Week 4 - Class 8

- Alberto Manguel. "Book of Memory" in *A History of Reading*. 1st American ed. New York: Viking, 1996: pp. 55-65.
- Alison Landsberg. *Prosthetic Memory: The Transformation of American Remembrance in the Age of Mass Culture*. New York: Columbia University Press, 2004: pp. 1-24.

Week 5 - Class 9

- Lawrence Venuti. "Adaptation, Translation, Critique." *Journal of Visual Culture* 6, no. 1 (2007): 25-43.
- Jane Austen. *Pride and Prejudice*. 1813: pp. 5-52, 364-367 (chapters 1-10, 61).

Week 5 - Class 10

- *Pride and Prejudice* (2005 film)
- Jane Austen and Seth Grahame-Smith. *Pride and Prejudice and Zombies*. 2009: pp. 7-43, 313-317 (chapters 1-10, 61).

Week 6 - Class 11

- Lothar Ledderose. *Ten Thousand Things: Module and Mass Production in Chinese Art*. Princeton, NJ: Princeton University Press, 2000: pp. 194-213.
- *Who the #& Is Jackson Pollack* (film)
- recommended: *Through the Gift Shop* (film)

*Part 3: Newer Turns With Newer Media*

Week 6 - Class 12

- Derek Kompare. *Rerun Nation: How Repeats Invented American Television*. New York: Routledge, 2005: pp. ix-xvii, 1-18 (introduction, chapter 1).

Week 7 - Class 13

- Derek Kompare. *Rerun Nation: How Repeats Invented American Television*. New York: Routledge, 2005: pp. 101-130; 131-168 (chapters 5 and 6).

Week 7 - Class 14

- Derek Kompare. *Rerun Nation: How Repeats Invented American Television*. New York: Routledge, 2005: pp. 169-196, 221-224 (chapter 7 and conclusion).

Week 8 - Class 15

- Barbara Klinger. "Remembrance of Films Past" in *Beyond the Multiplex: Cinema, New Technologies, and the Home*. Berkeley: University of California Press, 2006: pp. 91-134.
- recommended: *Rocky Horror Picture Show* (film)

Week 8 - Class 16

- Barbara Klinger. "Once is Not Enough" in *Beyond the Multiplex: Cinema, New Technologies, and the Home*. Berkeley: University of California Press, 2006: pp. 135-190.

Week 9 - Class 17

- Henry Jenkins. "Quentin Tarantino's Star Wars?" In *Convergence Culture: Where Old and New Media Collide*. New York: New York University Press, 2006: pp. 135-173. <http://web.mit.edu/cms/People/henry3/starwars.html>.
- recommended: *Be Kind Rewind* (film)

Week 9 - Class 18

- Lawrence Lessig. *Remix: Making Art and Commerce Thrive in the Hybrid Economy*. New York: Penguin Press, 2008: pp. 23-114. <http://remix.lessig.org/remix.php>
- Nate Harrison. "Can I Get an Amen?" 2004. - [http://nkhstudio.com/pages/popup\\_amen.html](http://nkhstudio.com/pages/popup_amen.html) or <http://www.youtube.com/watch?v=5SaFTm2bcac>.

Week 10 - Class 19

- Patrick Davison. "The Language of (Internet) Memes." In *The Social Media Reader*, edited by Michael Mandiberg. New York: NYU Press, 2012: pp. 1-18.
- Limor Shifman. "An Anatomy of a YouTube Meme." *New Media and Society*. October 3, 2011: pp. 1-17.
- Know Your Meme (some of the following, but feel free to watch 'em all!)
  - All Your Base - <http://knowyourmeme.com/memes/all-your-base-are-belong-to-us>
  - LOLCats - <http://knowyourmeme.com/memes/lolcats>
  - Keyboard Cat - <http://knowyourmeme.com/memes/keyboard-cat>
  - Downfall/Hitler - <http://knowyourmeme.com/memes/downfall-hitler-reacts>
  - Philosoraptor - <http://knowyourmeme.com/memes/philosoraptor>
  - Over 9000 - <http://knowyourmeme.com/memes/its-over-9000>
  - Peanut Butter Jelly Time - <http://knowyourmeme.com/memes/peanut-butter-jelly-time>

Week 10 - Class 20

- Brett Camper. "Fake Bit: Imitation and Limitation." UC Irvine: *Digital Arts and Culture* 2009. <http://www.escholarship.org/uc/item/3s67474h>
- Cory Arcangel. Super Mario Clouds (2002) <http://www.coryarcangel.com/things-i-made/supermarioclouds/> and F1 Racer Mod (2004) <http://www.coryarcangel.com/things-i-made/flracermod/>.
- recommended: La Mulana, Minecraft, Super Smashland, and D+Pad Hero (games)
- recommended: Ernest Cline. *Ready Player One*. New York: Crown Publishers, 2011.