

MILTON FRIEDMAN UNIVERSITY

INSTITUTION IDENTIFICATION NUMBER: FI83995

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Title of the course:	History of communication		
Course ID:	VE-KMT004		
Level of education:	Regular & Erasmus	Academic semester:	Fall
Professor's name:	dr. Zoltán Szűts PhD	Academic title: College professor	
Hours per semester:	30	Credits:	4
Exam:	Essay	Pre-requisites:	none

Aims of the course

This course introduces students to communication technologies and their influence on society from a historical, theoretical and practical perspective. As the forms of and technologies of communication are constantly changing, their impact on society, on education, on our perception of time and space is too. The lecture will emphasize the theoretical models that are essential to new communication technology as well as the practical applications and implications of new communication technology on education. Starting from the pre-history and non-verbal communication, a number of new communication technology areas such as computer-mediated communication, Web 2.0, mobile society and gamification will be explored.

Course outline

Topics:

1. (Visual, auditory and ancillary methods (non-electrical)
2. Pre-history: the language of gestures (<http://www.slideshare.net/melodeepop/38-gestures-of-body-language>); the culture of primary orality (Ong orality).
3. Symbols: cave paintings; pictograms, writing
4. Image and word: woodcuts, etchings, paintings, photography.
5. Gutenberg galaxy: the impact of the printing press; early-modern school systems; the new concept of childhood; modern science and modern libraries.
6. (Advanced electrical and electronic signals)
7. Telegraphy, telephony, radio broadcasting: the beginnings of secondary orality.
8. Comics: a new integration of image and word.
9. The end of the Gutenberg Galaxy: McLuhan and the idea of a global village.
10. (The digital signals)
11. The internet: Licklider and Kleinrock.
12. Secondary literacy: e-mail and web-based communication.
13. Digital vs. analog paradigm.
14. The World Wide Web: Berners-Lee.
15. One-to-one, one-to-many, many-to-many communication
16. Education and learning in the Information Society: networked knowledge, e-learning.
17. Web 2.0. The altered producer-user paradigm. The rise of the prosumer.
18. Blogs, social networking sites, video sharing sites. New media in education.
19. Big data and crowdsourcing.
20. Gamification
21. The Mobile Information Society. M-learning. U-learning.

Practical works

During the course, students are required to get familiar with the basics of communication.

Requirements and assessment

- Classroom activity 35%
- After consultation with the professor, an essay should be written on the topic of new media 65%

Readings

Katie Hafner, *Where Wizards Stay Up Late: The Origins Of The Internet*, Simon & Schuster, 1998

Marshall T. Poe, *A History of Communications: Media and Society from the Evolution of Speech to the Internet*, Cambridge University Press, 2010

Lev Manovich, *The Language of New Media*, MIT Press, 2001. I. Chapter
(<http://faculty.georgetown.edu/irvinem/theory/Manovich-LangNewMedia-excerpt.pdf>)

Marshall McLuhan, *Understanding Media: The Extensions of Man*, 1964 (McGraw-Hill), Chapter 1-2

Szűts Zoltán – Yoo Jinil, *Interactivity and Reception. The Question of Hypermedial, Geo-Spatial and Augmented Literature*, *World Literature Studies*, 2014/4 13-26. http://www.wls.sav.sk/wp-content/uploads/WLS_4_14/WLS_4_14_Szuts-Yoo.pdf