

THEORY & EPISTEMOLOGY OF COMMUNICATION - TOWARDS AN AESTHETIC OF VISUAL CULTURE

02. Aug: INTRODUCTION - „**What does (communication-) Theory want?**“

05. Aug: DISCUSSION

Recommended Readings:

- Régis Debray (2004), *Transmitting Culture*, Columbia Univ. Press
- Vilém Flusser (1991), *Change of Paradigms (Writings)*, Univ. Minnesota Press
- Marshall McLuhan (1953), *Culture without Literacy (Explorations)*
- Marshall McLuhan (1964), *Understanding Media. The Extensions of Man*, New York
- Bruno Latour (2007), *Reassembling the Social*, Oxford Univ. Press
 - David Simon - „The Wire“ [http://en.wikipedia.org/wiki/The_Wire_\(TV_series\)](http://en.wikipedia.org/wiki/The_Wire_(TV_series))
 - David Simon/Eric Overmyer - „Treme“ [http://en.wikipedia.org/wiki/Treme_\(TV_series\)](http://en.wikipedia.org/wiki/Treme_(TV_series))

09. Aug: LECTURE - „**Wires & Wireless. The birth of global media and world communications**“

12. Aug: DISCUSSION: The implications of „Culture without Literacy“. Changes in cultural communication is based on technologies.

Recommended Readings:

- Nicholas Carr (2008), *The Big Switch. Rewiring the World, from Edison to Google*, New York
- Arthur C. Clarke (1992), *How the World was One. Beyond the Global Village*, London
- Frank Hartmann (2006), *Globale Medienkultur. Technik, Geschichte, Theorien*, Wien
- Peter J. Hugill (1999), *Global Communications since 1844. Geopolitics and Technology*, Johns Hopkins Univ. Press
- Tom Standage (2007), *The Victorian Internet. The remarkable story of the telegraph*, Walker&Co
 - Ernst Kapp = http://en.wikipedia.org/wiki/Ernst_Kapp
 - Paul Otlet = http://pt.wikipedia.org/wiki/Paul_Otlet

16. Aug: LECTURE - „**The Larger Mind - Public Opinion and the Engineering of Consent**“

19. Aug: DISCUSSION

Recommended Readings:

- Edward Bernays (1928), Propaganda (find ONLINE!)
- Charles H. Cooley (1909), Social Organization. A Study of the Larger Mind, New York (find ONLINE!)
- Walter Lippmann (1922), Public Opinion (find ONLINE!)
- Marshall McLuhan (1951), The Mechanical Bride. Folklore of Industrial Man (Introduction)
- Bruno Latour (2005), Introduction: Making Things Public, MIT Press
 - Adam Curtis: „The Century of the Self“, BBC Documentation, 4 parts
http://www.bbc.co.uk/bbcfour/documentaries/features/century_of_the_self.shtml
http://en.wikipedia.org/wiki/The_Century_of_the_Self

23. Aug: LECTURE: „**Information, Interface and human-computer symbiosis**“

26. Aug: DISCUSSION

Recommended Readings:

- Steven Johnson (1999), Interface Culture,
- Thierry Bardini (2000), Bootstrapping. Douglas Engelbart, Coevolution, and the Origins of Personal Computing, Stanford Univ. Press
- Gillies, James / Cailliau, Robert (2000): How the Web was Born. The Story of the World Wide Web, Oxford Univ. Press
- Howard Rheingold (1985), Tools for Thought. The History and Future of Mind-Expanding Technology, MIT Press (find ONLINE!)
- Wardrip-Fruin/Montfort (2003), The New Media Reader, MIT Press (find ONLINE!)
 - J.C.R. Licklider: „Man-Computer Symbiosis“ and „The Computer as a Communication Device“ = <http://memex.org/licklider.pdf>

30. Aug: LECTURE: „**Towards an Aesthetic of Visual Culture(s)**“

2. Sept: DISCUSSION

Recommended Readings:

- Jonathan Crary (1992), Techniques of the Observer. On Vision and Modernity in the 19th century, MIT Press
- James Elkins (1997), The Object Stares Back. On the Nature of Seeing, Mariner
- W.J.T Mitchell (1995), Picture Theory. Essay on Verbal and Visual Representation. MIT Press
- W.J.T Mitchell (1995), What do Pictures Want. The Lives and Loves of Images. MIT Press
- Otto Neurath (1936), International Picture Language, Psyche books