Central European Media by Design?
A Bridging Cultures Module on Visual Communications

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Course: Visual Communications: Understanding Media

Course Description: Students studying visual and media communication will investigate the media's ecological influences on central European community and culture. Analyses and discussions will build on Marshall McLuhan's media theory in *Understanding Media* and the work of Yuri Rozhdestvensky and Jussi Parikka. Students will develop a better understanding of the differing North American (NA), central European (CE), and Russian (R) evaluations of the respective media ecologies. The class will discover how media, art, and technology are used to create relationships between their intended and diverse media systemic structures, content, and audiences. At the conclusion of the course, students will present the global village as it applies to central European countries and their nationals, comparing those outcomes to their own community's use of media, new and old.

Using the chapters mentioned below from *Understanding Media* by Marshall McLuhan, the students will focus on the following specific media formats:
17 – Comics – Graphic Novels
20 – The Photograph – digital
23 – Advertising – social media campaigning
24 – Games – video games/apps?
29 – Movies – streaming
30 – Radio – analog or digital
31 – Television – accessibility

II. Learning Objectives

1. Identification of major media developments in central European cultures, and their relation to past, present and new science and technology.
2. Familiarity with the various and, often contradictory, qualities and effects of media on its users, the community and on global social consciousness.
3. Greater awareness of ways in which words, concepts, and data may be used, or misused in the handling of media matters.

III. Learning Activities

1. 17 – Comics. Students find a comic, cartoon or graphic novel created by a CE artist/media. Compare/contrast it to a Russian and North American equivalent from the same time period.
2. 20 – The Photograph. Students find a photograph, past and present from CE, Russian and North American artist/photographers from the same period.
3. 23 – Advertising. Students find an advertisement from the same period for CE, Russia and NA.
4. 24- Games – Research games from the three areas and compare/contrast.
5. 29 – Movies. Traditional vs. streaming? Analyze a CE film for its media ecological effects on the audience of similar genre in other countries.
6. 30 – Radio. Discover the modern uses for radio in the CE community.
7. 31 – Television. Does it serve the same purpose in central Europe as in Russia and NA?

IV. Written sources to be considered:

Books:
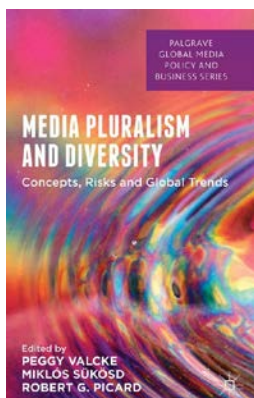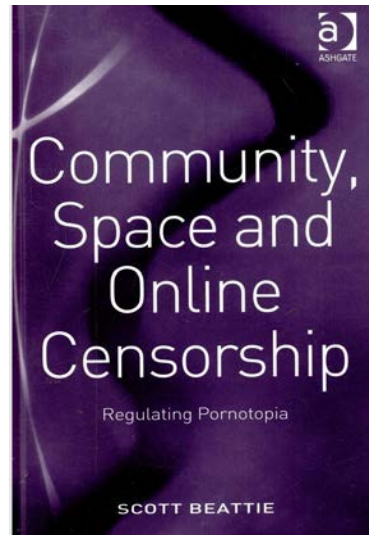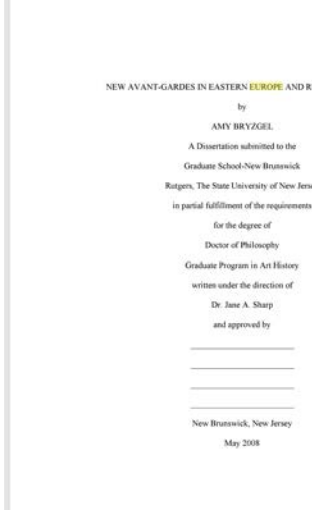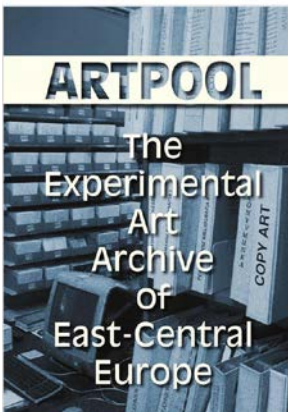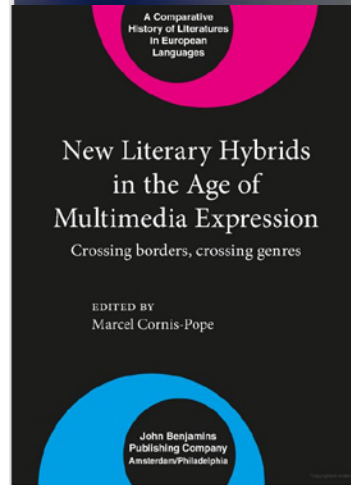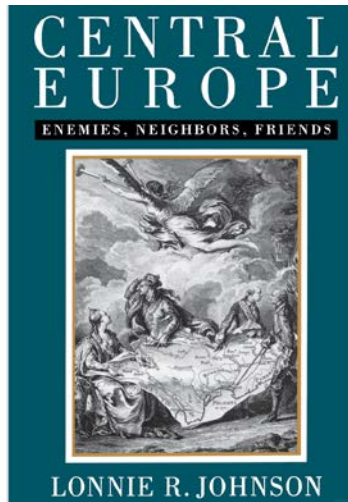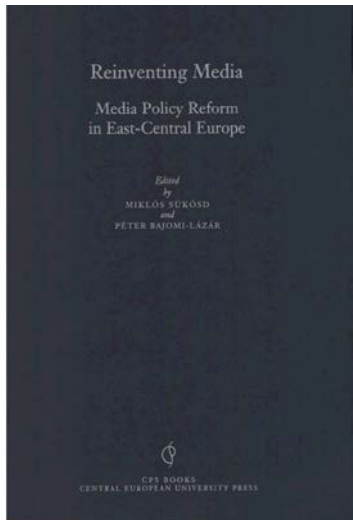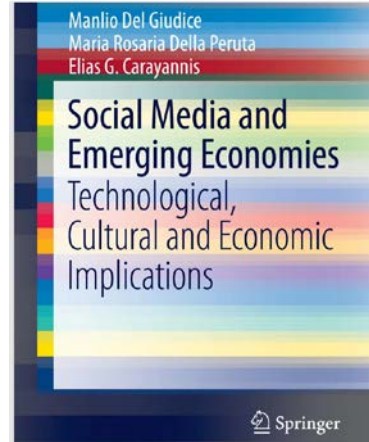
And more . . . MEA reading list.

V. Presentation: Introductory Prezi with course module focus explained will be created.

VI. Media Resources:

Central European Art Database
Heilbrunn Timeline of Art History

U.S.
ACLU – Freedom of Expression
Youth Uprising
A First Look at Communication Theory – college textbook online.

Canada
Mediasmarts

Current German Media-Theory and their Ancestors: Benjamin and Brecht; Niels Weber, 2003

Internet Censorship as "Cybriety": Freud, McLuhan, and Media Pleasures. Tony Tremblay – Mosaic Journal; University of Manitoba.

Germany
DW Akademie – Made for minds.

Horn: "There Are No Media" – University of Vienna; Department of German.

Finland
New Materialism as Media Theory: Medianatures and Dirty Matter. Jussi Parkka
Digital Culture Theory Professor at the University of Turku, Finland.

Austria
Writing Central European Art History. ERSTE Stiftung Reader #01 organized by World University Service .

U.K.
Dossier: What is German Media Philosophy? Subjectivity as medium of the media.
Radical Philosophy; philosophical journal of the independent Left

Censorship and the arts: There's a web of challenges to free expressions. Julia Farrington – Independent.

U.N.
The right to freedom of artistic expression and creativity. Human Rights Council: United Nations 2012.

The right to artistic freedom. United Nations: Human Rights 2013.

Ireland
The Judicial Nemesis Artistic Freedom and the European Court of Human Rights. Irish Law Journal 2013.

Media Ecology
What is Media Ecology? Media Ecology Association

Yuri Rozhdestvensky
Introduction to the Study of Culture. Translated by Ismael Biyashev and Maria Polski East/West University; Chicago, U.S.A.

Yuri Rozhdestvensky vs. Marshall McLuhan: a triumph vs. a vortex. Explorations in Media Ecology, vol.10, East/West University; Chicago, U.S.A. 2012.

Teaching Media Ecology Russian Style. Abstract. East/West University; Chicago, U.S.A. 2015.

Slovakia
Slovak Republic Media

Ukraine
New Media Initiative for Ukraine. European Journalism Centre. 2009-2011.

MediaNext: Transforming Ukrainian media. European Journalism Centre. 2009.

ABYA New Links. Ukraine Newspaper and News Media.

Poland
Press Reference. Media Data.

Design Student Group Portfolio. Warsztat Graficzny. Prof. Ewa Satalecka. Katowice, Poland.

Czech Republic
Media Landscapes. Czech Republic. Tomas Trampota. European Journalism Centre.

Press Reference. Media Data.

Slovenia
The Mass Media Act. (ZMed) Legislation. Republic of Slovenia the Council Directive. 1998. Amended 2006.

Media Policy in Slovenia in the 1990s. Regulation, privatization, concentration and commercialization of the Media. Sandra Hrvatin, Marko Milosavjecvic. Eurozine. 2003.

Croatia
[Media Landscape. Czech Republic](#). Nada Buric. European Journalism Centre.

Global
[Media Ecology Association](#)

[Who's Who in Media Studies](#)

VII. Glossary
autoamputation
automation
common sense
content
counter-irritant
detribalization
fragmentation
medium
message
myth
retribalization
participation
narcissus
symbolism
semiotics
synesthesia
technology
translation

VIII. Prerequisites - NA

IX. Online learning activity links: Instructor will create all of the learning activities as media resources change.

X. Handouts or other materials: Instructor will develop these as the introductory [Prezi](#) is completed.

XI. Connection of module to other assignments in the course – the aforementioned connections to the media theory developed by Marshall McLuhan in the course description.

XII. Samples of student work: (with student permission) Available upon module being offered and practiced.

Additional resources.

[Central European Social Media Expression](#)

[Central European Media Expression](#)

[Central European Social Media](#)

[Creating Cultural Capital: Cultural Entrepreneurship in Theory, Pedagogy and Practice](#)
by Olaf Kuhlke and Annick Schramme. Jun 15, 2016.