

## Media and Culture Industries

### Course convenor: Axel Roch

This course draws on the expertise of practitioners in media art and cultural institutions such as television, digital arts, music, cinema and software in museum and galleries. There is an emphasis on creative elements in media arts and industries. The convenor, Axel Roch uses his hands-on knowledge of media arts and cultural institutions to organise a series of practitioner-led sessions. In the sessions, we will discuss in detail the nature of creative production within various commercial and non-commercial settings. A series of introductory notes and practitioner-run workshops will be held according to your needs. You will develop a detailed empirical understanding of creative production within different media industries and within media art. You will bring together critical theoretical perspectives with empirical, 'hands-on' knowledge of new media technologies. This, in turn, will promote an understanding of the complexity of contemporary culture at a range of different levels, and will enhance the practical skills and art-related knowledge needed to become a cultural researcher or reflexive cultural practitioner in the field of media arts and culture industries.

### Assessment criteria

The course will be examined by either a 5,000-6,000-word essay or a 2,500-3,000 word essay plus a practical element. The main criteria for grading will be the ability to combine theory and practice in contemporary culture and media.

### Indicative readings

T Druckrey, *Electronic Culture: Technology and Visual Representation*

T Druckrey, *Ars Electronica. Facing the Future: a Survey of two decades*

O Grau, *Virtual Art. From Illusion to Immersion*

P Lunenfeld, *The Digital Dialectic. New Essays on New Media*

A Scholder et al *Interaction. Artistic Practice in The Network*

C Sommerer and L Mignonneau *Art @ Science. Wien*

P Weibelet al, [Ctrl] Space. *Rhetorics of Surveillance from Bentham to Big Brother*

P Weibelet al, *Iconoclash. Beyond the Image Wars in Science, Religion, and Art*

S Wilson, *Information Arts. Intersection of Art, Science, and Technology.*