San José State University  
Anthropology Department  
Anth 173, Multimedia Anthropology, Section 1, Spring 2022

Course and Contact
Instructor(s): Dr. Jan English-Lueck  
Office Location: Clark 459, via Zoom  
https://sjsu.zoom.us/j/86737687920?pwd=WnZyb1JKVC9UUUGhrRzRENG15UTBnZz09 [Password: 888364]  
Telephone: (408) 924-5347  
Email: Jan.English-Lueck@sjsu.edu  
Office Hours: Thursday 3:00-5:00 pm, or by appt.  
Class Days/Time: Monday and Wednesday, 10:30-11:45 am  
Classroom: WSQ04 [Zoom backup channel, Join from PC, Mac, Linux, iOS or Android:  
https://sjsu.zoom.us/j/87133183902?pwd=dzJVV09aWTRBVDNnd1MwMVZSNGM1QT09  
Password: VZAnth]  
Prerequisites: ANTH 11 or instructor consent.

Course Description

Planning, production, and presentation of ethnographic materials using various media. Theoretical and applied aspects of multimedia anthropology. Use of multiple media in data collection, analysis, evaluation, and representation of culture including photographs, documentary video, websites, social networking platforms, and infographics.

This course is a survey of anthropological approaches to the study of visual and symbolic communication. We will discuss the use of images to document, describe and analyze human behavior, as well as the multiple modes used to produce visual and sensory intensive ethnographies. Media examined include film, photography, digital images, websites, virtual reality environments and forms of social media. Students will develop a digital ethnographic project based on original research.

The course will explore different ethnographic approaches to media. On one hand, anthropological stories unfold through media, and ethnographers have been using photography and its media descendants since that technology was available. We will become familiar with some of that legacy and the promises and pitfalls anthropologists encountered in the past. Anthropologists also explore the cultural and social life of/about media, particularly in the last several decades. Finally, as contemporary ethnographers use media-based techniques to create multisensory ethnographies, rich in visual, auditory, and increasingly, kinesthetic, detail.

Course Format

Technology Intensive, Hybrid, and Online Courses
Although we meet in person, this course requires the use of computers, word processing software, cameras and other audio and videorecording devices, the internet and web design software.

Faculty Web Page and MYSJSU Messaging

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on Canvas Learning Management System course login website. You are responsible for regularly checking with the messaging system through MySJSU on Spartan App Portal (or other communication system as indicated by the instructor) to learn of any updates. For help with using Canvas see Canvas Student Resources page.

Program Information

Learning Objectives of the Anthropology Department

Knowledge

PLO1. Understanding culture as the distinguishing phenomenon of human life, and the relationship of human biology and evolution.

PLO2. Awareness of human diversity and the ways humans have categorized diversity.

PLO3. Knowledge of the significant findings of archaeology, cultural anthropology, and physical anthropology, and familiarity of the important issues in each sub-discipline.

PLO4. Knowledge of the history of anthropological thought and its place in modern intellectual history

PLO5. Comprehension of migration, colonialism, and economic integration as significant phenomenon shaping global society.

Skills

PLO6. Ability to access various forms of anthropological data and literature.

PLO7. Awareness of importance and value of anthropological knowledge in contemporary society, and the ability to apply it to social issues.

PLO8. Knowledge of the research methods of the sub-disciplines of anthropology, and the ability to apply appropriate research methods in at least one sub-discipline.

PLO9. Ability to present and communicate anthropological knowledge and the results of anthropological research to different audiences.

Professional Values

PLO10. Knowledge of political and ethical implications of social research

Course Learning Outcomes (CLO)

Upon successful completion of this course, students will be able to:

1. Demonstrate knowledge of the anthropological theories and approaches to the study of visual communication and its applications.
2. Display a mastery of key concerns in anthropological research, including cultural representation, relating and interpreting perspectives and voices, and ethics.
3. Demonstrate introductory level competence in the technologies and software applications used in creating visual/digital ethnographies.
4. Produce a visual/digital ethnography from original fieldwork.

**Required Texts/Readings**

**Textbook**

Note, if we are meeting remotely, you may need to pay $3.99 to watch *Yolgnu Homeland* on Vimeo on Demand.

**Other Readings**


Videos:


El Guindi, Fadwa. 1986 *El Sebou*. Watertown, MA: Documentary Educational Resources Creation Date (Alexander Street Library Collection) [watch independently]


Gardner, Robert. 1964 *Dead Birds*. Watertown, MA: Documentary Educational Resources Creation Date (Alexander Street Library Collection) [watch excerpt in class] 1964
Glass, Aaron 2004 *In search of the Hamat'sa: A Tale of Headhunting*. Watertown, Mass: Documentary Educational Resources (Alexander Street Library Collection) [watch in class]

Lange, Patricia. *Hey Watch This!* https://vimeo.com/394007182


**Recommended Websites**


[https://www.dsource.in/course/visual-ethnography-designers/using-visual-methods](https://www.dsource.in/course/visual-ethnography-designers/using-visual-methods) [Module 1, overview of tools for designers]


[www.photovoice.org](www.photovoice.org) [Module 2, photography for social change]

[http://ethnographymatters.net/methods/](http://ethnographymatters.net/methods/) [Module 4, compilation of methods and applications]


**Other technology requirements / equipment / material**

Digital cameras and recording devices for class project.

**Library Liaison**

The Anthropology Library Liaison is Silke Higgins, Silke.Higgins@sjsu.edu.

**Course Requirements and Assignments**

“Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.”

*Participation.* 75 points. Students will actively participate in classroom workshops, class discussion in person or on Zoom, and other activities. Canvas participation will also factor into the overall participation assessment. Students will self-assess group activities to hold each other accountable.

*Drawing/Photo Individual Ethnography Project.* 25 points. Students will develop an ethnographic project that utilizes drawing, photo, and/or formats of popular participatory media. Students will
develop a practical understanding how to critically-assess and deploy visual modes of representation. This activity assesses Module 1. This assignment will meet CLO 3 and 4.

**Evaluative Film Analysis Paper.** 100 points. Students are required to write a 1000 word paper, with screenshots, analyzing one a major documentaries/ethnographic films, preferably one discussed in course readings. Select a film, preferably one mentioned in the readings or in one of the major compilations lists, such as [https://en.wikipedia.org/wiki/List_of_visual_anthropology_films](https://en.wikipedia.org/wiki/List_of_visual_anthropology_films), view it and situate it in the appropriate referenced literature. You will get an assignment checklist to help you complete this assessment of module 2. CLO 1 and 2.

**Reflective Exam, the Social Life of Media.** 100 points. You will address several prompts related to the readings on Module 3. While primarily on the readings, videos, and lectures, you will also use an original example to illustrate some of the concepts discussed. 750 words. CLO 1 and 2.

**Developing Vocabulary Quizzes.** 40 points. These multiple-choice Canvas quizzes will help you to develop a vocabulary related to the significant concepts and terminology underscoring the components of filmmaking, media production and the composition of audiovisual texts. A 10-point quiz will assess new vocabulary and concepts at the end of each module. CLO 1, 2, 3, and 4.

**Group Film/Zine/Podcast Project Proposal.** 50 points. Students will work in small groups to develop a 10-minute short ethnographic film/Zine/or Podcast. Students must submit a project proposal that states the problem, goals, and methods students will use to complete the project and one that outlines their respective roles. This assignment is a precursor to one that will assess module 4. CLO 2, 3 and 4.

**Short Ethnographic/Documentary Film/Zine/Podcast.** 100 points. Students will produce a standalone short ethnographic film, drawn zine, photographic essay or related multimedia performance. This assignment will fulfill the learning objectives of Module 4. (upload an additional 10 points, include any consents). CLO 2, 3 and 4.

**Final Examination or Evaluation**

“Faculty members are required to have a culminating activity for their courses, which can include a final examination, a final research paper or project, a final creative work or performance, a final portfolio of work, or other appropriate assignment.” Groups will display their final projects during the final exam period.

**Grading Information**

More guidelines on grading information and class attendance can be found from the following university policies:

- [University Syllabus Policy S16-9](#)
- [University Attendance and Participation Policy F15-12](#)
- [University Grading System Policy F18-5](#)

**Determination of Grades**

A plus 98 to 100% (490 to 500 points)
A 94 to 97 % (470 to 489 points)
A minus 90 to 93% (450 to 469 points)

An "A" demonstrates originality, not merely efficient memory, addresses the tasks effectively, shows effective organization and logical argumentation, uses clear, appropriate and accurate examples and a high level of writing competence and knowledge. Completes the task and consistently does extra work that is self-initiated.

B plus 88 to 89% (440 to 449 points)
B  84 to 87% (420 to 439 points)
B minus 80 to 83% (400 to 419 points)

A "B" may show a good level of competence and may even reflect exactly what was discussed in class and texts, but does not contribute original knowledge. It shows uneven development of tasks. Work may be generally well organized, use appropriate examples, display facility in argumentation, with a few gaps, and demonstrates a good level of writing and knowledge. Completes the task and does some extra work guided by the instructor.

C plus 78 to 79% (390 to 399 points)
C  74 to 77% (370 to 389 points)
C minus 70 to 73% (350 to 369 points)

A "C" may show a fair level of competence, but may be uneven. Work will address the task adequately, but only with parts of the task. It is adequately organized and may occasionally use examples. Argumentation may be inconsistent and writing and knowledge competence may be unclear. Language may be inappropriately informal in parts of assignment.

D plus 68 to 69% (340 to 349 points)
D  64 to 67% (320 to 339 points)
D minus 60 to 63% (300 to 319 points)
F < 60% (299 points and below)

A "D" will demonstrate poor competence with inadequate organization, task and argumentation development and inappropriate examples. It will display difficulty in using adequate academic language and errors in knowledge will be in evidence. A failure will only occur if no effort is made to address the assignment.

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<thead>
<tr>
<th>Grade</th>
<th>Points</th>
<th>Percentage</th>
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<tr>
<td>A plus</td>
<td>490 to 500</td>
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<td>A</td>
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<td>94 to 97%</td>
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<tr>
<td>A minus</td>
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<td>90 to 932%</td>
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### Grade Points to Percentage

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**Late Work**

If you communicate with me asking for an extension, I will grant you a one-week extension only. If reasonable, I will accept only **two** late submissions. There will be a one-grade penalty for any late summaries. **No other late work will be accepted. All written work must be submitted through Canvas.**

**Incompletes**

Incomplete grades will be granted only if the instructor has been notified and has approved. At least 75% of the class work must have been successfully completed to get an incomplete. **NO WORK WILL BE ACCEPTED AFTER THE FINAL!!!**

**Extra Credit**

No extra credit will be used in this course.

**Classroom Protocol**

Collaborative participation is critical in ethnography. Our classroom demeanor should be professional, as should be your actions in the field. You may bring devices to class, but they should only be used in class activities and work. Do not have open windows that do not pertain to the course, and make sure your mobile devices are set to silent. Distracted and inappropriate behavior that disrupts the class will not be tolerated and you may be asked to leave the classroom if it continues.

**University Policies**

Per [University Policy S16-9](https://www.sjsu.edu/curriculum/courses/syllabus-info.php), relevant university policy concerning all courses, such as student responsibilities, academic integrity, accommodations, dropping and adding, consent for recording of class, etc. and available student services (e.g. learning assistance, counseling, and other resources) are listed on [Syllabus Information web page](https://www.sjsu.edu/curriculum/courses/syllabus-info.php). Make sure to visit this page to review and be aware of these university policies and resources.

**Additional Information**

The American Anthropological Association uses Chicago Author-Date in its publication. This format is required for this course.
## Anth 173 / Multimedia Anthropology, Spring 2022, Course Schedule

### Course Schedule

The schedule is subject to change with fair notice and you will be notified through Canvas.

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics, Readings, Assignments, Deadlines</th>
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<tbody>
<tr>
<td>2</td>
<td>February 2</td>
<td>WORKSHOP ON INDIVIDUAL PROJECT IDEAS</td>
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<tr>
<td>4</td>
<td>February 16</td>
<td>PHOTOGRAPHY, ILLUSIONS OF REALISM, CONCEPTUAL LIMITATIONS AND MULTIVOCAL TACTICS</td>
</tr>
<tr>
<td>5</td>
<td>February 23</td>
<td>IMMERSIVE MEDIA Read: Boellstorff, T. (2021), Paraethnographic Film Virtual Enactment and Collaboration in <em>Our Digital Selves.</em></td>
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<tr>
<td>Week</td>
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<td>View excerpts in class: <em>Our Digital Selves: My Avatar is Me.</em> <a href="https://youtu.be/GQw02-me0W4">https://youtu.be/GQw02-me0W4</a></td>
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<td><strong>Module 1 vocabulary quiz available February 21-March 25</strong></td>
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<td>6</td>
<td>February 28</td>
<td>Revisiting individual projects, brainstorming group projects</td>
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<td></td>
<td><strong>Module 2, Telling Stories, Anthropology’s Visual Histories</strong></td>
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<tr>
<td>6</td>
<td>March 2</td>
<td>HISTORICAL ANTECEDENTS</td>
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<td>Assessment of Module 1, Drawing/Photo Individual Ethnography Project due</td>
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<td>7</td>
<td>March 7</td>
<td>THE GOLDEN AGE OF ETHNOGRAPHIC FILM</td>
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<td>View in class: Gardner, Robert. 1964 <em>Dead Birds</em>. Documentary Educational Resources (Alexander Street Library Collection)</td>
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<td>Group project proposal due</td>
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<tr>
<td>7</td>
<td>March 9</td>
<td>THE GOLDEN AGE OF ETHNOGRAPHIC FILM</td>
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<td>View: Boyll, Larain, Robert Lawrence Boyll, and Ines Swaney,1991 <em>Huichol Sacred Pilgrimage to Wirikuta</em></td>
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<td>Berkeley, Calif.: Extension Media Center [watch excerpt in class]</td>
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<td>8</td>
<td>March 14</td>
<td>ETHNOGRAPHIC FILM IN CINEMATIC AND ETHNOGRAPHIC CONTEXT</td>
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<tr>
<td>8</td>
<td>March 16</td>
<td>FROM OBSERVATION TO COLLABORATION</td>
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<td>View in class: <em>In search of the Hamat'sa : A Tale of Headhunting</em> Watertown, Mass: Documentary Educational Resources (Alexander Street Library Collection)</td>
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<td>Film choice for Evaluative Film Analysis due</td>
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<tr>
<td>Week</td>
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</tbody>
</table>
| 9    | March 21   | FROM COLLABORATION TO INNOVATION  
[https://vimeo.com/ondemand/yolnguhomeland](https://vimeo.com/ondemand/yolnguhomeland)  
| 9    | March 23   | MAKING ETHNOGRAPHIC MEDIA AS APPLICATION  
[www.photovoice.org](http://www.photovoice.org) [photography for social change]  
Preparatory Workshop for evaluative essay  
**Module 2 vocabulary quiz available March 21-25.** |
|      | March 28   | Spring Break |
|      |            | **Module 3, Anthropology of Media** |
| 10   | April 4    | MEDIA AS CULTURAL LIFE, AN OVERVIEW OF TOPICS  
View independently and discuss in class, Daniel Miller. *Digital Anthropology*. YouTube. [https://youtu.be/XNus-xZ7_6Y](https://youtu.be/XNus-xZ7_6Y) |
| 10   | April 6    | LIFE ON YOUTUBE  
Watch video in class: *Hey Watch This! Sharing Self through Media*  
https://vimeo.com/394007182  
Read: Lange, *Thanks for Watching* Introduction through Chapter 2  
**Evaluative Film Analysis Paper due** |
| 11   | April 11   | AMPLIFYING AMATEUR PRODUCTION  
Read: Lange, *Thanks for Watching*: Chapters 3-4 |
| 11   | April 13   | Read: Lange, *Thanks for Watching*: Chapters 5-6 |
| 12   | April 18   | Read: Lange, *Thanks for Watching*: Chapters 7-8, Author visits on Zoom  
Visit from the author, Patricia Lange, on Zoom |
| 12   | April 20   | MEDIA ENMESHED WITH SOCIAL LIFE  
**Module 3 Vocabulary quiz available April 18-22.** |
Class exercise: Identifying and describing an online memorial experience |
<p>|      |            | <strong>Module 4, Applying the Tools</strong> |</p>
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| 13   | April 27   | **CREATING STRUCTURES**  
View independently and discuss in class: El Guindi, Fadwa. 1986 *El Sebou*. Watertown, MA: Documentary Educational Resources  
*Reflective Exam, the Social Life of Media due April 17*    |
| 14   | May 2      | **TELLING STORIES**  
Surf: [http://ethnographymatters.net/methods/](http://ethnographymatters.net/methods/) [compilation of methods and applications]  
| 14   | May 4      | Support team meetings in class, developing a sprint plan                                                                                                                                                                                  |
| 15   | May 9      | Supervised project workshops                                                                                                                                                                                                             |
| 15   | May 11     | Storyboard, draft, peer reviews                                                                                                                                                                                                            |
|      |            | **Module 4 Vocabulary Quiz Available May 9-13.**                                                                                                                                                                                        |
| Final Exam | Tuesday, May 19, 9:45-12 PM | **Final Presentations Videos, Photoessays, Zines, or Soundscape Podcasts, due online and as presentations**                                                                                                                                  |