This seminar course examines the ways that gender and race repeatedly inform the design, marketing, and use of new media and technology in an Anglo American (US and Canada) context. Although we often think of new media as synonymous with the internet and digital technology, this course will navigate the emergence of various new media from the late 19th century through our current era with an emphasis on gender and race. Working chronologically, this course will highlight key technological innovations including the rise of early cinema, television, and computers. From Black owned ‘picture palaces’ in the 1910s to Indigenous women creating VR in the 2010s, this course centers an understanding of women, LGBTQ+, and BIPOC as consistent designers and users of emerging technology.