

COMM 100 - 201 SOC Seminar

Fall 2015

Tuesdays 11:30-12:45 p.m.*
Corboy Law Center Room L09

Professor Lee Hood, Ph.D.

Office: Lewis Towers 910B; phone 312-915-8538

Home phone: 630-510-3128 (please, no calls after 9 p.m.)

Office Hours: Tuesdays 2-3 p.m.; Thursdays 3-4 p.m. (or by appointment)

E-mail: lhood1@luc.edu Twitter and Delicious: @leehoodloyola

◆ Course Goals and Objectives

This course is designed to serve as a welcome to the School of Communication. As the world of professional communication continues to evolve, steps you take while still in school will help you prepare for success in an increasingly competitive job market. This course aims to help you do that by introducing you to the opportunities available in the SOC, its faculty, staff, and resources; and to help you lay the groundwork for exploring careers in various communication fields.

◆ Course Organization

This class is worth one credit hour and will meet once a week throughout the semester. Class assignments will take the place of mid-term and final exams.

*Schedule: Though our class is officially scheduled for 75 minutes, most sections of COMM 100 meet for 50 minutes per week. Most weeks, we will plan to meet for 50 minutes (11:30-12:20) and the remaining 25 minutes your professor will be available for individual or group consultations as needed.

◆ Readings

There are no required textbooks for this class. Other readings will be made available via Sakai and/or in hard copy.

◆ Grading and Evaluation

This course is graded on a pass-fail basis. While it won't be difficult to pass, be aware that it is possible to fail. You must pass this course before you will be able to enroll in any upper-level courses in the School of Communication.

In order to pass, it's important to remember two basic points:

1. Because you cannot benefit from the course material if you aren't in class, regular attendance and participation are required. Any more than **three** absences will result in a failing grade. Participation also includes being on time and staying for the entire class. Two tardies or two times leaving early will equal an absence. Also see the note below about staying engaged in class.
2. Timely completion of assignments will be essential to your success. All assignments must be completed in order to pass the course.

There will be four main assignments (described below). Each will be marked “credit” or “no credit”. Deadlines are firm. Meeting deadlines is crucial in communication industries, and therefore a key expectation in the seminar. Assignments can always be submitted ahead of time.

In the unfortunate circumstance that you miss a deadline, or do not get credit for an assignment, you will need to complete two of the activities in a particular area instead of one, so make sure your work is **complete, well-done** (no glaring grammar or punctuation errors), and **on time**. Missing more than one deadline will result in failing the course.

Assignments

Every student will develop a resume. These will be due in hard copy at the beginning of class on **Sept. 22**.

Three additional assignments will be grouped into categories designed to highlight the course objectives: **SOC Events/Activities, Connections, and Professional Development**. You will need to complete one activity from a menu of possibilities in each of these areas:

A. SOC Events/Student Activities

- 1) Attend a lecture or other event sponsored by the SOC or one of its student organizations. These are listed on the School of Communication website, often emailed to Communication students, and/or will be announced in class.

After the event, write a report answering the 5Ws/1H of journalism about it; the “what” should include what you learned by attending the event. Besides the written report, provide tangible evidence that you attended the event (e.g., a flyer signed by an event participant, a selfie you took at the event, etc.).

- Note: Submit summary within a week of the event, while it is fresh in your mind, rather than waiting for the next due date.

- 2) Join a student group at the SOC (e.g.’s: SPJ, PRSSA, Beta Rho, Rambler Sports Locker, etc.) or the staff of a student media outlet (Loyola Phoenix or WLUW). Write a one-page reflection on what you hope to accomplish within the group or how you anticipate the group will help you meet your academic and/or professional goals.

B. Connections

You may fulfill this requirement in one of several ways:

- 1) Interview a professional who works in the field of communication that most interests you. (Note: Do **not** interview someone you are related to or otherwise close to for this assignment.)
- 2) In person, interview a School of Communication faculty member about their research and career path.
- 3) In person, interview a junior or senior in the SOC about their experiences in the school such as why they chose their particular major, their career plans, experience with SOC student organizations.

For this assignment, write a narrative account in the style of a profile. Also include an audio file or transcription of the q&a, and note the date and time of the interview.

C. Professional Development

You may fulfill this requirement in one of several ways:

- 1) Complete a LinkedIn profile (photo, resume, etc.) and establish 5-10 connections. Submit a printed copy of your profile.
- 2) Establish a *professionally focused* Twitter, blog, or other social media account and add at least six appropriate posts throughout the semester. Print screen shots or send links for the submissions.
- 3) Submit an article or other creative artifact (e.g.: photo, audio, video) to a student media outlet (such as the Phoenix, WLUW, LUCameleon, Rambler Sports Locker) and provide a copy of the submission.
 - *Note: Assignments in other classes, such as COMM 205, do not count for this assignment.*
- 4) Write a letter to the editor of the Phoenix or any major newspaper or magazine (U.S. or international). Submit a copy of the letter, as well as proof it was sent to the publication (such as a blind cc to Professor Hood if it was sent by email; screen shot of the addressed, stamped envelope, etc.)

Submitting Assignments

To give you more flexibility in the timing of activities, you will need to complete one of these assignments per month beginning in October. That is, you choose which activity to complete each month, with due dates of Oct. 20, Nov. 17, and Dec. 8.

All assignments except the last one will be submitted in hard copy (typed), due at the beginning of class on the designated due date. Unless otherwise noted, write-ups should be 1 to 1-1/2 pages (minimum 300 words), double-spaced, in Times or Times New Roman 12-point type with your name, date, and assignment title at the top.

◆ Rules and Responsibilities

Laptop and Cell Phone Policy

Electronic devices are increasingly ubiquitous, and are often quite distracting. Please turn off cell phones and other electronic devices before class begins. Do not use a laptop or tablet computer during class, unless you can provide documentation that says you have a documented need to use one to take notes. (See Special Needs section below.) Violations of this policy will adversely affect your participation grade.

Academic Dishonesty

Loyola University and the School of Communication expect academic integrity and have policies regarding academic dishonesty. Specifically for the SOC:

1. Academic dishonesty of any kind will not be tolerated. Plagiarism in your work will result in a minimum of a failing grade for that assignment. The case may carry further sanctions from the School of Communication or the University, the most serious being permanent expulsion. Avoid turning in work that could be interpreted as plagiarism or academically dishonest (e.g., failing to properly credit a source or using someone else's

ideas without clarifying that they are not yours). This is an academic community; being uninformed or naïve is not an acceptable excuse for not properly referencing sources.

2. It is dishonest to:

- Turn in the same work for two classes;
- Turn in a paper you have not written yourself

You can find Loyola's policies regarding academic integrity at:

http://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml.

Special Needs

If you have a special circumstance that may impact your course work and for which you may require accommodations, please contact me early in the semester so arrangements can be made with the Services for Students with Disabilities (SSWD). We will accommodate your needs in the best way possible, given the constraints of course content and processes. Loyola's policy is that it is the student's responsibility to plan in advance in order to meet their own needs and assignment due dates.

Additional information about the services available at Loyola, including eligibility for services, is on the SSWD website: <http://www.luc.edu/sswd/index.shtml>.

Wellness Center

Students are urged to contact the Wellness Center for any physical or mental health issues. Please visit www.luc.edu/wellness if you have issues or concerns about yourself or someone you know.

◆ Electronic Communication & Information

Sakai: Course information and assignments will be available on Sakai. Please notify me if you have any problems using the class Sakai site.

Email: I will answer email within 24 hours on weekdays but will not always access it on weekends. You may not receive a response to a late Friday email until Monday.

◆ About your professor

This is my seventh year at Loyola, after moving from the University of Colorado. I have 18 years of experience in television news, including 10 years as a full-time producer. I worked at four TV stations in Denver, and before that produced and anchored newscasts in Huntsville, Alabama. My newscasts earned regional Emmy awards for hard news and spot news and a Colorado Broadcasters Association best newscast award. I also have experience in reporting (both news and sports), photography and editing, and worked in radio and newspapers before starting my television career. I hold a Ph.D. in Communication from the University of Colorado. My research interests are local news and the audience relationship to it, as well as corporate and consolidation influences on local news and local news outsourcing. I have a master's degree from the University of Colorado and a bachelor's degree in broadcast journalism from the University of Missouri.

SOC 100

Fall 2015 Schedule*

- Tues Aug. 25** Class intro, syllabus and expectations; Tale of Two Resumes
- Tues Sept. 1** Resumes and building your professional profile
- Tues Sept. 8** Getting involved: Student groups and possibilities
- Tues Sept. 15** Student media opportunities & facilities
- Tues Sept. 22** Beyond Google: Library Resources
Due: Resume and Cover Letter
- Tues Sept. 29** Ad/PR programs and the new Creative Track
Guest Speaker: Robert Akers, long-time creative director and new SOC professor
(or) Media Ethics Forum (alternate attendance choice)
- Tues Oct. 6** **FALL BREAK** (*Note: News Engagement Day*)
- Tues Oct. 13** Planning your SOC years, or How to Graduate on Time
Shawna Cooper-Gibson, SOC Assistant Dean
- Tues Oct. 20** Journalism programs
Due: Your Choice Activity #1
- Tues Oct. 27** Communication Studies
- Tues Nov. 3** Film & Digital Media Studies
- Tues Nov. 10** Study abroad: SOC choices (Chile, London)
- Tues Nov. 17** Internships and career connections through the SOC
Cheryl McPhilimy, SOC Internship & Careers Coordinator
Due: Your Choice Activity #2
- Tues Nov. 24** Where the jobs are: Jobs outlook in media & communication industries
- Tues Dec. 1** Last Day of Class: semester wrap-up and time for evaluations
- Tues Dec. 8** **Due: Your Choice Activity #3** (may be submitted electronically)

* Schedule subject to change if circumstances dictate or special opportunities arise.