

COMM 200 – 201 Communication and New Media

Fall 2019

Tuesdays and Thursdays 2:30-3:45 p.m.

Corboy Law Center Room 306

Professor Lee Hood, Ph.D.

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◆ Course Goals and Objectives

This course is designed to explore the ways technology affects personal, cultural, and mass communication by examining the historical, societal and ethical implications of newer and interactive forms of media.

Student learning objectives:

1. Learn key concepts to increase understanding of today's digital media world;
2. Identify and analyze changes that digital communication technologies have brought to our personal lives, to media industries, to physical and social communities and communication processes more generally;
3. Produce digital media artifacts, individually or as part of a team, to demonstrate at least advanced-beginner level knowledge of digital technologies.

Before taking this course, you must have completed **COMM 175** Intro to Communication or **COMM 201** Media Theory and Criticism.

◆ Text

(required) New Media (4th edition) by Terry Flew, 2014, Oxford University Press.

- Other readings and videos will be available and/or linked through Sakai.

◆ Grading

Grades will be weighted as follows:

| | |
|------------------------------|-----|
| Readings and Quizzes | 10% |
| Class Participation | 10% |
| Group Presentations | 15% |
| Individual Assignments | 15% |
| Digital Artifact Project | 15% |
| Midterm Exam | 15% |
| Final Exam or Research Paper | 20% |

Grading scale

Assignments will be graded on a point system. At the end of the semester, the cumulative points will be converted into a letter grade based on the following scale:

A 94-100%; A- 90-93%; B+ 87-89%; B 84-86%; B- 80-83%;
C+ 77-79%; C 74-76%; C- 70-73%; D+ 67-69%; D 60-66%

- There may be opportunities for extra credit in some categories, but the total you can earn in each category is capped at 100% of the total points for that category.

Readings and quizzes (10%)

There will be regular quizzes on assigned readings, given at the beginning of class (either Tuesday or Thursday) or online through Sakai. These quizzes cannot be made up, but your lowest quiz grade will be dropped at the end of the semester. This allows you to miss one without penalty, but plan wisely so as not to use up this allowance too early in the semester.

Class Participation (10%)

This course relies heavily on discussions and student contributions. Sharing your observations and experiences with digital media will enrich our understanding of the course topics. Therefore, participation is an important component of the course and will constitute 10% of the grade. Coming to class well-prepared (in particular, by doing the readings) and ready to contribute to the discussion is the best way to positively impact your participation grade.

As part of demonstrating ethical communication in the classroom, it is important to be respectful of other people's opinions. During discussions, please show respect and tolerance for those whose opinions may be different, unfamiliar or challenging to you. It is possible to disagree without being disrespectful.

In addition, your class participation grade will include attendance and punctuality. You are expected to attend every class, and absences will impact your ability to get the most out of the course. *It is important to be on time and stay for the whole class period.* Arriving late or leaving early will impact your participation grade. In addition, points will be deducted for excessive disruption or obvious disengagement from class sessions (such as texting or Web surfing).

The participation grade will be assigned as a cumulative evaluation over the course of the semester, using the following scale:

- A: Frequent and meaningful contributions to class discussions showing insight, understanding of, and engagement with the material
- B: Somewhat regular contributions to class discussions
- C: Arrived on time, listened attentively but did not contribute to discussions in oral or written forms
- D: Regularly arrived late or displayed disengagement; little or no contribution to class discussions
- F: Did not attend class regularly

Adjustments may be applied to individual cases. For example, if you make meaningful contributions when you are in class but do not attend frequently, do not expect an A for participation.

Alternative to class participation

Some people may find it difficult to speak up in front of their peers. If this describes you, please speak to me about an alternative assignment. However, contributing during class time is strongly encouraged.

Other Attendance Notes

- If you have a genuine emergency, please notify me *prior* to class if possible. However, please note that you will not be able to make up in-class assignments (such as quizzes) you miss if you are late or absent.
- At Loyola, we respect that you may miss class due to religious observances. In these circumstances, please notify me ahead of time that you will be gone.

Group presentations (15%)

This semester, you will participate with other classmates in presenting pertinent information to the class. You will be asked to sign up for a debate or presentation based on a topic that interests you, and will present the material in class. Additional details will be given in Week 2, with presentations in Week 6 and Week 13.

Individual assignments (15%)

Several small individual assignments, designed for you to engage with course topics, will be given throughout the semester. Instructions will be distributed and available on Sakai before each assignment is due.

Digital Artifact Project (15%)

Toward the end of the semester – either individually or with a partner or team -- you will create a digital media artifact (podcast, video, etc.) that critically explores a topic from class. In addition, each person will write a short paper on the topic. Details will be distributed later in the semester and on Sakai.

Deadlines: Meeting deadlines is vital. Assignments not turned in on time will receive an automatic reduction in grade, the equivalent of one letter grade for every day late.

Midterm Exam (15%)

You will take a midterm exam during class time on **Tuesday, Oct. 15**. It will be a combination of multiple choice, short answer and short essay, with an emphasis on applying principles learned in class.

Final Exam or Research Paper (20%)

The scheduled final exam time for the class is **Saturday, Dec. 14 (4:15-6:15 p.m.)**. You will have the option of taking the final exam at the scheduled time or writing a research paper on a topic or issue pertinent to the course material. Instructions for the research paper alternative will be distributed later in the semester.

◆ Rules and Responsibilities

Academic Integrity

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 words or ideas without clarifying that they are not yours). In an academic community, being uninformed or naïve is not an acceptable excuse.

2. It is dishonest to:

- Turn in the same work for two classes;
- Turn in a paper or other assignment you have not done yourself

Turning in work that is not your own and representing it as yours will result in failure on the assignment and possible dismissal from the class.

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

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

Managing Life Crises and Finding Support

Should you encounter an unexpected crisis during the semester (e.g., securing food or housing, addressing mental health concerns, managing a financial crisis, and/or dealing with a family emergency, etc.), I strongly encourage you to contact the Center for Student Assistance & Advocacy (LUC.edu/csaa) to submit a CARE referral for yourself or a peer in need of support. If you are uncomfortable doing so on your own, please know that I can submit a referral on your behalf – just email me or schedule a meeting with me during office hours. Learn more about the center and its resources at:

<https://www.luc.edu/csaa/forstudents/studentresources/>

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 Student Accessibility Center (SAC) (formerly SSWD). We will accommodate your needs in the best way possible. 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 SAC website: <http://www.luc.edu/sac>.

Classroom Conduct

Electronic devices are increasingly ubiquitous, and are often quite distracting. Laptops, cell phones or other electronic devices should be used only for class purposes – i.e., note taking or research. You are expected to show discretion and not use them for other purposes, such as surfing the web, posting or social media, shopping or playing games. The Internet and social media are tremendous resources, but the convenience of using your device(s) in class may be revoked if you abuse the privilege.

◆ Electronic Communication & Information

Sakai: Course information and assignments will be available on Sakai, and you will be able to submit some assignments there. 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 eleventh year at Loyola, and in 2018 I was recognized with the national Edward L. Bliss award for distinguished broadcast journalism education. I have 18 years of experience in television news, most of that as a producer. I worked at 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 PhD in Communication from the University of Colorado. My research interests include journalistic uses of technology; 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. I am a member of the Chicago regional board of directors for the National Television Academy.

Communication and New Media

Fall 2019 Schedule*

Note: Additional readings and assignment due dates will be added throughout the semester.

Aug. 27 General introduction and expectations

Aug. 29 The World of “New Media”

Readings: Flew Ch. 1 Introduction to New Media; Huffington Post article on differences between old and new media (found at <http://bit.ly/newoldmedia>)

Sept. 3 Key Concepts

Reading: Flew Ch. 2 Twenty Key Concepts in New Media

Sept. 5 Theories and Perspectives

Reading: Flew Ch. 3 Approaches to New Media

Sept. 10, 12, 17 Getting Social: Connections, Algorithms, and “Filter Bubbles”

Reading: Flew Ch. 4 Social Networking Media

Sept. 19, 24 Creative Industries, Globalization

Reading: Flew Ch. 8 Creative Industries, Ch. 9 The Global Knowledge Economy

Sept. 26 Artificial Intelligence and the communication industries

Featured speaker: Sebastian James, Loyola alum, MS Global Strategic Communication

Oct. 1, 3 Student presentations I

Oct. 8 **FALL BREAK, NO CLASS**

Oct. 10 Midterm review

Oct. 15 Midterm Exam

Oct. 17 Digital Media perspectives on film (watching outside of class)

Oct. 22, 24 New Media and Journalism

Reading: Flew Ch. 7 Online News and the Future of Journalism

Assignment: Online verification mini-course

Oct. 29, 31 Race, Class, Gender and Networked Publics

Reading: Flew Ch. 5 Participatory Media Cultures, Ch. 12 Online Activism and Networked Politics

Nov. 5 The World of Virtual Reality: Exploration and Issues

Nov. 7 Digital Ethics: Research Perspectives

Nov. 12, 14 The World of Games
Reading: Flew Ch. 6 Games: Technology, Industry, Culture

Nov. 19, 21 Student presentations II

Nov. 26 Activity TBD

Nov. 28 **THANKSGIVING, NO CLASS**

Dec. 3 Taming the “Wild West”? Law and Policy
Reading: Flew Ch. 11 Internet Law, Policy, and Governance

Dec. 5 Final exam review and research paper tips
➤ Digital Artifact Project due Dec. 5

Dec. 14 **Final Exam, 4:15-6:15 p.m. (or Research Paper due by 6:15 p.m.)**

* We will try to stick to this schedule, but there may be changes if circumstances dictate or special opportunities arise.