

# COMM 100 – 203 SOC Seminar

Fall 2019

Thursdays 11:30 a.m.-12:45 p.m.\*

Corboy Law Center Room 208

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## ◆ Course Goals and Objectives

This course is designed as a welcome to the School of Communication and its programs. As the world of professional communication continues to evolve, steps you take now 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 SOC, its faculty, staff, and resources; and to help you begin to explore careers in various communication.

## ◆ Course Organization

This class is worth one credit hour and will meet once a week throughout the semester. There are no required textbooks. Other readings will be available via Sakai. 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. Thus, most weeks we will plan to meet for 50 minutes (11:30-12:20). The remaining 25 minutes your professor will be available for individual or group consultations as needed. On some occasions class may extend to the entire 75 minutes, based on that day's material/topic.

## ◆ 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. You cannot benefit from the course material if you aren't in class, so **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 (note that every 15 minutes late will count as one tardy; i.e., 30 minutes late = 2 tardies). Also see the note below about staying engaged in class.

- While we encourage you to attend every class, it is advisable to check the course schedule and strategically plan any of your three allowed absences to coincide with topics that may not be of as much interest to you.

2. **Timely completion of assignments** will be essential to your success. All assignments must be completed to pass the course.

There will be 5 main assignments (described below). Each will be marked “credit” or “no credit”. 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/punctuation errors), and **on time**. Missing more than one deadline will result in failing the course.

### Assignments

The first two assignments will be as follows:

1. Every student will develop a resume. These will be due in hard copy (typed) at the beginning of class on **September 26**.
2. You will complete a **Library Scavenger Hunt** to introduce you to the many resources available through the Loyola Library System. These will be due by the beginning of class on **October 3** (either in hard copy or via Sakai).

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

#### A. SOC Events/Student Activities

**Due Oct. 31**

- 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, emailed or sent via social media to Communication students, and/or will be announced in class.  
After the event, write a one-page report (minimum 300 words) answering the 5Ws/1H (who, what, when, where, why, how) 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 due date.
- 2) Join a student group at the SOC (e.g.’s: SPJ, PRSSA, Ad Club, Rambler Sports Locker, SOC Ambassadors, etc.) or the staff of a student media outlet (Loyola Phoenix or WLWU). Write a short reflection (minimum 100 words) 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. **You will also need to submit documentation from the group** (signed by either the sponsor or a student leader) **verifying that you are a participating member**.

## **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 a relative or someone you are 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 story (i.e., not just the transcribed interview or q & a). The length requirement is at least one page (minimum 300 words). Also include an **audio file or list of questions you asked**, and note the date and time of the interview.

Items B and C are interchangeable, with one due by **Nov. 21**, the other by **Dec. 5**.

## **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 copy of your profile, or establish a connection by sending a LinkedIn invitation to Professor Hood.
- 2) Establish a *professionally focused* Twitter, blog, or other social media account and add at least six appropriate posts throughout the semester (only posts dated this semester will count). Print screen shots or send links for the submissions.  
*Note: Only posted dated this semester will count for this requirement.*
- 3) Submit an article or other creative artifact (e.g.: photo, audio, video) to a student media outlet (such as the Phoenix, WLUW, LUCHameleon, 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.*
  - *Note 2: If you count joining one of these organizations for events/activities category A2, you must complete a different professional development 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.)

Items B and C are interchangeable, with one due **Nov. 21**, the other by **Dec. 5**.

## **Submitting Assignments**

Unless otherwise noted, all assignments may be submitted electronically in Sakai or in hard copy (typed). They are due at the beginning of class on the designated date.

## ◆ Rules and Responsibilities

### **Laptop and Cell Phone Policy**

Electronic devices are increasingly ubiquitous and 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 texting friends, surfing the web, posting on 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.

### **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 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](http://www.luc.edu/academics/catalog/undergrad/reg_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). 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>.

## ◆ **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 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, 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 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.

## COMM 100

## Fall 2019 Schedule\*

- Thur Aug. 29** Class intro, syllabus and expectations; Tale of Two Resumes
- Thur Sept. 5** Getting involved: Student groups and possibilities
- Thur Sept. 12** Resumes and building your professional profile
- Thur Sept. 19** Beyond Google: Library Resources  
Katherine Tucker Paterson, Library Subject Specialist for Communication
- Thur Sept. 26** Student media opportunities & facilities  
\*\*\*Meet in TV studio, School of Communication building, 51 E. Pearson St.  
➤ **Due: Resume**
- Thur Oct. 3** Planning your SOC years, or How to Graduate on Time  
Ashley Gisiger, Academic Advisor, SOC  
➤ **Due: Library Scavenger Hunt**
- Thur Oct. 10** Exploring majors: Communication Studies, Advocacy/Social Change
- Thur Oct. 17** Exploring majors: Ad/PR programs
- Thur Oct. 24** Exploring majors: Film & Digital Media
- Thur Oct. 31** Exploring majors: Multimedia Journalism  
➤ **Due: Activity A, SOC Events/Student Activities**
- Thur Nov. 7** Digital Ethics Symposium panel: "Hate Speech, Fake News, and Other Problematic Content Online"  
\*\*\*Meet in Regents Hall, 16<sup>th</sup> floor of Lewis Towers (111 E. Pearson) (*full 75-min. class*)
- Thur Nov. 14** Internships and career connections through the SOC  
Michael Limon, SOC Internship & Careers Coordinator
- Thur Nov. 21** Study Abroad: General tips and SOC choices  
Brian Johnson, Associate Director, Loyola International Programs  
➤ **Due: Activity B or C**
- Thur Nov. 28** THANKSGIVING, NO CLASS
- Thur Dec. 5** Last Day of Class: semester wrap-up and time for evaluations  
➤ **Due: Activity B or C**

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