

COMM200 Communication and New Media
Section 204
Spring 2020

Online

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Office hours: Before or after class, by appointment

TEXT: *No formal text, readings will be assigned during the semester.*

Strongly Recommended Reading:

It's hard to learn about new media if you're not following developments in communication and technology. Throughout the semester, I'll reference publications that explore these topics. But today, make it part of your daily routine to visit the following two websites (or follow them on social media, download their apps, etc.)

1. The New York Times' technology section.
2. The New York Times' media section.
3. Wired.
4. 1000 True Fans Essay- posted on Sakai.

Loyola students can access the New York Times online – for free – through this link: <http://www.libraries.luc.edu/nytimes>.

COURSE DESCRIPTION:

This course explores the ways technology affects personal, cultural and mass communication through examining the historical, societal and ethical implications of newer and interactive forms of media.

LEARNING OUTCOMES:

Students use audio, video and digital tools to research and produce essays, projects, and presentations that analyze the impact of technology on communication.

COURSE RATIONALE:

To be effective communicators in today's business and media environment one must understand the ever-changing landscape, and know how to use these changes to their advantage. New Media allows individuals to amplify their message to interested followers in ways unimagined at the start of the 21st century.

LEARNING OBJECTIVES:

Upon completion of this course students should be able to:

1. Understand the differences between traditional media (old) media organizations and distribution, and new media organizations and distribution.
2. Create your own media site and amplify your message to a core base of 1000 True Fans.
3. Work with a group to create their own media “channel.”
4. Demonstrate growth as a researcher, collaborator and critical thinker.

COURSE WORK:

To obtain a passing grade in this course students are required to:

1. Pitch, present, create, and execute a project on their own new media platform.
2. Work with fellow students to create a new media channel and present it to the class.
3. Write a paper on one of the following new media topics: History, Business, Ethics.
4. Write a paper on a new media figure that built on the concept of 1000 True Fans.
5. Work individually and collaboratively.

GRADING:

Students will be graded based on their own new media project, a group media channel, a written paper, and class attendance and participation. Grades are based on a 1,000-point scale.

Grades will be determined in the following manner:

10 Teacher Prompts (20 points each):	200 points
Solo Project:	200 points
1000 True Fans Paper	200 points
Group Project:	200 points
Final paper:	200 points

See assignment sheets for specific grade rubrics.

FINAL GRADE SCALE:

1000-940:	A
939-900:	A-
899-880:	B+
879-830:	B
829-800:	B-
799-780:	C+

779-730: C
729-700: C-
699-680: D+
679-640: D
639-600: D-
599-0: F

Attendance:

Attendance and class participation are critical. It is not enough to simply show up. You will be expected to be a regular participant in all we do.

Repeated unexcused absences will greatly affect your final grade. If you are unable to make class, it is important to call or e-mail the instructor **beforehand**. If you have more than **three** absences during the semester, your grade will be reduced by a **full letter**, unless **medical documentation** proves the necessity of the absence. This does not apply to student athletes or others who must miss class because of university business, but proper documentation must be provided.

ACADEMIC INTEGRITY:

School of Communication Statement on Academic Integrity

A basic mission of a university is to search for and to communicate the truth, as it is honestly perceived. A genuine learning community cannot exist unless this demanding standard is a fundamental tenet of the intellectual life of the community. Students of Loyola University Chicago are expected to know, to respect, and to practice this standard of personal honesty.

Academic dishonesty can take several forms, including, but not limited to cheating, plagiarism, copying another student's work, and submitting false documents. Academic cheating is a serious act that violates academic integrity. Cheating includes, but is not limited to, such acts as:

- Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher
- Providing information to another student during an examination
- Obtaining information from another student or any other person during an examination
- Using any material or equipment during an examination without consent of the instructor, or in a manner which is not authorized by the instructor
- Attempting to change answers after the examination has been submitted
- Unauthorized collaboration, or the use in whole or part of another student's work, on homework, lab reports, programming assignments, and any other course work which is completed outside of the classroom
- Falsifying medical or other documents to petition for excused absences or extensions of deadlines
- Any other action that, by omission or commission, compromises the integrity of the academic evaluation process

Students who commit an act of plagiarism, whether deliberately or accidentally, will still be held responsible. Ignorance of academic rules, or failure to fact check work, sources and citations, is not an acceptable defense against the charge of plagiarism. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes the following:

- Submitting as one's own material copied from a published source, such as print, Internet, CD-ROM, audio, video, etc.
- Submitting as one's own another person's unpublished work or examination material
- Allowing another or paying another to write or research a paper for one's own benefit
- Purchasing, acquiring, and using for course credit a pre-written paper

The above list is in no way intended to be exhaustive. Students should be guided by the principle that it is of utmost importance to give proper recognition to all sources. To do so is both an act of personal, professional courtesy and of intellectual honesty; any failure to do so, whether by intent or by neglect, whether by omission or commission, is an act of plagiarism. A more detailed description of this issue can be found at:

<http://luc.edu/english/writing.shtml#source>

In addition, a student may not submit the same paper or other work for credit in two or more classes without the expressed prior permission of all instructors. A student who submits the same work for credit in two or more classes without the expressed prior permission of all instructors will be judged guilty of academic dishonesty, and will be subject to sanctions described below. This applies even if the student is enrolled in the classes during different semesters. If a student plans to submit work with similar or overlapping content for credit in two or more classes, the student should consult with all instructors prior to submission of the work to make certain that such submission will not violate this standard.

Plagiarism or any other act of academic dishonesty will result minimally in the instructor's assigning the grade of "F" for the assignment or examination. The instructor may impose a more severe sanction, including a grade of "F" in the course. All instances of academic dishonesty must be reported by the instructor to the chairperson of the department involved, and to the Dean of the School of Communication.

The office of the Dean of the School of Communication may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending on the seriousness of the misconduct. In the case of multiple instances of academic

dishonesty, the Dean's office may convene a separate hearing board to review these instances. The student has the right to appeal the decision of the hearing board to the Dean of SOC. If the student is not a member of the SOC, the dean of the college in which the student is enrolled shall be part of the process.

Students have the right to appeal the decision of any hearing board and the deans of the two schools will review the appeal together. Their decision is final in all cases except expulsion. The sanction of expulsion for academic dishonesty may be imposed only by the Provost upon recommendation of the dean or deans.

Students have a right to appeal any finding of academic dishonesty against them. The procedure for such an appeal can be found at:

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

The School of Communication maintains a permanent record of all instances of academic dishonesty. The information in that record is confidential. However, students may be asked to sign a waiver which releases that student's record of dishonesty as a part of the student's application to a graduate or professional school, to a potential employer, to a bar association, or to similar organizations.

*The School of Communication policy is based entirely on and is consistent with the Academic Integrity Policy of the College of Arts & Sciences.

ADDITIONAL CLASSROOM POLICIES:

- Students are expected to be actively engaged in class discussions.
- No late assignments will be accepted.
- All written assignments must be typed, double-spaced and proofread.
- Turn off cellphones and other electronic devices. Laptops are welcome if you are using them to take notes.

A Note About Finals

If we work together and commit to the class, you will deliver your group projects on the last week of the semester, freeing you to concentrate on your other finals.

Course Calendar

Week One:

January 13

Introduction to the course, Go over the syllabus, assignments, readings. Screen appropriate subject matter.

A brief media history lesson- that was then, this is now. Deeper dive on the assignments.

Week Two:

January 20

Lo and Behold

Week Three:

Jan. 27

Break into Groups. Begin Group Project work.

1000 True Fan Proposal Due.

Week Four:

Feb. 3

New Media Business. Part 1- New Media Companies

New Media Business Part 2- Net Neutrality

Week Five:

Feb 10

Group Meetings with instructor to discuss progress, problems, etc....

Written Proposal for group project due.

Week Six

Feb. 17

Ethics. Fake News. Publishers and Producers responsibility.

Crowdfunding.

Week Seven:

Feb. 24

Solo Project. Discussion.

1000 True Fans Paper and Proposals for final paper due.

Spring Break March 2-7, no classes.

Week Eight:

March 9

**Written proposal for solo project due.
Solo Pitches**

Week Nine:

March 16

Group Presentations

Week Ten:

March 23

Individual meetings with Instructor.

Week Eleven:

March 30

Individual meetings with Instructor

Week Twelve:

April 6

Solo Presentations begin

Week Thirteen:

April 13

Solo Presentations

Final Paper Due

Week Fourteen:

April 20

Revisit Group Projects. Final links for solo projects and group projects due.

Week Fifteen:

April 27

Comments on Group and solo projects due.

COURSE CALENDAR IS SUBJECT TO CHANGE *WITH* NOTIFICATION