

COMM 100 – 203 SOC Seminar

Fall 2017

Thursdays 1-2:15 p.m.*

Corboy Law Center Room 423

Professor Lee Hood, Ph.D.

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◆ 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 (1-1:50) 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 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 or 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 28**.
2. You will complete a **Library Scavenger Hunt** to introduce you to the many resources available through the Loyola Library System. These may be submitted via Sakai or in hard copy (typed), due at the beginning of class on **October 19**.

Three additional assignments are grouped into categories designed to highlight the course objectives: **A. SOC Events/Activities, B. Connections, C. 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.
(*Note: This event must be SOC-related, not the wider university.*)

After the event, write a one-page report (minimum 300 words) 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 due date.

- 2) Join a student group at the SOC (e.g.’s: SPJ, PRSSA, Ad Club, Beta Rho, Rambler Sports Locker, the debate team, etc.) or the staff of a student media outlet (Loyola Phoenix or WLUW). 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**.

This activity is due in hard copy (typed) by **November 2**.

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 (i.e., in story form, not just the transcribed interview). Also include an **audio file or list of questions you asked**, and note the date and time of the interview.

This activity and item C are interchangeable, with one due **November 16**, the other **December 7**.

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 completed profile.
- 2) Establish a *professionally focused* Twitter, blog, or other social media account and add at least six appropriate posts throughout the semester. Capture screen shots or send links for the submissions.
- 3) Establish and start developing an electronic portfolio of your work.
- 4) Submit an article or other creative artifact (e.g.: photo, audio, video) to a student media outlet (such as the Phoenix, WLWU, 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.*
- 5) 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.)

This activity and item B are interchangeable, with one due **November 16**, the other **December 7**.

Submitting Assignments

Unless otherwise noted, all assignments may be submitted electronically via Sakai or in hard copy (typed). They are due at the beginning of class on the designated date. Write-ups should be double-spaced, in 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 count the same as arriving late or leaving early (i.e., two violations = one absence). In circumstances where computer or phone use will be beneficial to the day's topic, Professor Hood will let you know.

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.

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. 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 ninth 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 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.

COMM 100**Fall 2017 Schedule***

- Thur Aug. 31** Class intro, syllabus and expectations; meet and greet w/classmates
- Thur Sept. 7** Getting involved: Student groups and possibilities
- Thur Sept. 14** Resumes and building your professional profile
- Thur Sept. 21** Student media opportunities & facilities
***Meet in TV studio, School of Communication building, 51 E. Pearson St.
- Thur Sept. 28** Exploring and using communication technologies
Due: Resume
- Thur Oct. 5** Beyond Google: Library Resources
Gabrielle Annala, Library Subject Specialist for Communication
- Thur Oct. 12** Planning your SOC years, or How to Graduate on Time
Lauren Sanchez, SOC Assistant Dean
- Thur Oct. 19** Exploring majors: Ad/PR programs
Due: Library Scavenger Hunt
- Thur Oct. 26** Exploring majors: Communication Studies, Advocacy/Social Change
- Thur Nov. 2** Exploring majors: Journalism programs
Due: Activity A, SOC Events/Student Activities
- Thur Nov. 9** Exploring majors: Film & Digital Media
- Thur Nov. 16** Internships and career connections through the SOC
Michael Limon, SOC Internship & Careers Coordinator
Due: Activity B or C
- Thur Nov. 23** THANKSGIVING, NO CLASS
- Thur Nov. 30** Study Abroad: General tips and SOC choices
Annie Reagan, Loyola Office of International Programs
- Thur Dec. 7** 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.