



COMM200-205: Communication and New Media Spring 2018

Class dates	Wednesdays, January 17 to May 2
Time	7pm-9:30pm
Location	Corboy 423
Instructor	Ron Iori
Office hours	By appointment
Email	riori@luc.edu
Phone	313.529.2446; text or call
Text	New Media by Terry Flew, Oxford University Press AP Stylebook

Course Overview

Mass communication has evolved and, at times, been revolutionized. The development of languages, the printing press, newspapers and magazines, radio, television, the internet—they are all still operating in some form. Yet some are centuries old. In this course, you will study new media platforms and their effect on mass communication, explore the uses, range and scope of various new media platforms, and analyze the effectiveness of communication on these platforms.

Student Outcomes

At the end of this course, students should understand the effect of new media on mass communication, be able to segment the different audiences reached by various new media and know how to tailor written communication for various types of new media.

Students will be able to identify the different types of new media and the most effective way to employ them in communication campaigns, such as advertising/marketing, public relations, thought leadership, political communication or career platforms. In addition, students will understand new media's effect on and convergence with journalism.

This class will analyze how new media is impacting and being impacted by larger social, economic, political and cultural contexts. Students will learn to identify and explain changes that new media communication technologies have brought to our personal lives, specific media industries and to our community and society as a whole. They will also know the difference between the various new media platforms, the history and genesis and development of these platforms and the extinction of prior platforms. Finally, students should leave this course knowing how to choose the right new media for a specific communication campaign.

Course Requirements

You are required:

- To attend, be present (i.e. bring your brain) and not get distracted.
- To participate.
- To be a team player in your groups and contribute your share.
- To complete the readings and watch any videos or read any articles assigned.
- To treat your classmates with respect.

Textbooks, Other Reading, Videos

New Media by Terry Flew is the text and will be used as the foundational, theoretical tool underlying our exploration of real-life, practical cases. The lectures will be theme-based each week, most of the time taking a broad interpretation of the current content in the text. Students will be tested on the book but use the lectures in their group project and individual assignments.

Some weeks, students will be assigned additional reading from public relations and business-oriented publications as well as management consultants' reports, blogs, case studies and other sources. Students might also receive links to videos that they are expected to watch and should be prepared to discuss. You should check Sakai Lessons each week to see what has been posted to read or watch; postings will be added during the semester.

Class Attendance/Participation

Your success in this course will depend heavily on your attendance and participation. You are expected to be present for every meeting of the course; because we only meet once a week, missing one class is like missing a week of classes. If you are unable to attend a class or will be late for a class, notify the instructor in advance. Missing more than 1 class for unexcused reasons will affect your grade. Arriving more than 10 minutes late will count as a missed class. No weather-related, shuttle-induced, mass transportation-caused excuses. Allow extra time; you are commuting during rush hour.

Class Etiquette

Laptops, cell phones or other electronic devices should only be used for class reasons, such as note-taking or research. Please refrain from personal use, such as surfing the web, posting on social media, shopping or playing games.

Groups

You will be asked to form 8 groups of 4 students, subject to the final number of students in the class, to work on:

1. Traditional media project
2. New media project
3. New media campaign

Please form your groups and turn in a list of names after the break in the 1st class.

Projects

A. Traditional media: How they operated *(February 7, 14)*

Each group will be assigned one of the following media:

1. Newspapers/magazines
2. Television
3. Radio
4. Information/research
5. Music
6. Advertising
7. Photos/video
8. Movies/film/videos

Evaluate each medium along the following criteria:

1. Frequency
2. Medium (audio, video, print)
3. Type of content
4. Who produces and how
5. Who distributes and how
6. Who consumes and how
7. Target audience(s)
8. Interactivity/participatory opportunities

B. New media: How they operate. *(March 14, 21)*

Using the same 8 media, each group will evaluate its medium based on the same criteria listed above.

For both A and B, prepare a 20-minute PowerPoint presentation. You may include audio or video clips, but keep them very short. Do not read your slides; develop the slides as thought-starters, not as complete narratives, and present the highlights.

C. New media campaign *(April 11, 18)*

Select an issue in the news or a cause (social, political or economic) and develop a 1-year communication campaign using various new media. Select the new media, articulate the goals of your campaign, align the new media and the target audience(s), develop sample copy for each medium, and create a detailed list of tactics by date and media. Prepare a 30-minute PowerPoint presentation. Turn in topic ideas in class on March 14.

Grading

Grading will be on a letter basis, with plus and minus gradations except D and F; no A+. (A, A-, B+, B, B-, C+, C, C-, D, F). Here is a breakdown of the weighting:

- Traditional media group project—15%
- New media group project—15%
- New media campaign group project—20%
- Final/test—35%
- Class participation—15%

For the group projects, you will be graded on the following criteria:

1. Thoroughness of research
2. Following directions
3. Depth of detail of explanations
4. Clarity of ideas and analysis
5. Innovation
6. Presentation skills
7. Presentation free of typos, misspellings and grammatical errors

Each assignment/test will be graded on a 0-100 scale and students will receive a letter grade corresponding to the following ranges:

A:	100-94
A-:	93-90
B+:	89-88
B:	87-83
B-:	82-80
C+:	79-78
C:	77-73
C-:	72-70
D:	69-60
F:	59-0

Students with Disabilities

Any student with a learning disability who needs special accommodation during exams or class periods should confidentially provide documentation from Services for Students with Disabilities to the instructor. The instructor will accommodate that student's needs in the best way possible, given the constraints of course content and processes. It is the student's responsibility to plan in advance in order to meet his/her own needs and assignment due dates.

Academic Honesty

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.

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.

Planned class schedule (COMM200-205; Spring 2018)

- 1. Wednesday, January 17, 2018:** Course, syllabus overview. Old media, new media.
Readings (due for this class): Flew, Chapters 1, 2; Huff Post on differences between old and new media (in Sakai Lessons)
- 2. Wednesday, January 24:** Networks
Readings: Flew, Chapters 3, 4;
- 3. Wednesday, January 31:** Participatory media
Readings: Flew, Chapters 5,6
- 4. Wednesday, February 7:** Traditional media group projects presented (Groups 1-6)
Readings: NONE
- 5. Wednesday, February 14:** Traditional media group projects presented (Groups 7-11)
Readings: NONE
- 6. Wednesday, February 21:** Journalism
Readings: Flew, Chapter 7
- 7. Wednesday, February 28:** The knowledge economy; Guest speaker (tentative)
Readings: Flew, Chapters 8, 9
- 8. Wednesday, March 7: Spring break; no class**
- 9. Wednesday, March 14:** New media group projects presented (Groups 1-4)
Readings: NONE
Important: Groups turn in topic of new media campaign for approval.
- 10. Wednesday, March 21:** New media group projects presented (Groups 5-8)
Readings: NONE
- 11. Wednesday, March 28:** Online activism and politics; Guest speakers (tentative)
Readings: Flew, Chapter 12
- 12. Wednesday, April 4:** Higher education
Readings: Flew, Chapter 10

13. Wednesday, April 11: New media campaign projects presented (Groups 1-4)
Readings: NONE

14. Wednesday, April 18: New media campaign projects presented (Groups 5-8)
Readings: NONE

15. Wednesday, April 25: Internet law and privacy; Guest speaker
Readings: Flew, Chapter 11

16. Wednesday, May 2: FINAL/TEST

This syllabus and class schedule are subject to change