

COMM 100 – 201 SOC Seminar

Fall 2020

Online asynchronous*

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Virtual appointments available weekdays from 9 a.m.-4 p.m.

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* Course Organization

This class is worth one credit hour. Being asynchronous means we will not meet via Zoom at a specific time each week. Most activities will be self-directed, so you can complete them on your own time. However, other Comm 100 instructors and I will be hosting several optional Zoom social hours so you can meet us and other students.

Comm 100 has no required textbook, no mid-term or final exam. Weekly sessions will feature relevant videos, readings, and other materials for that week's topic, usually with small assignments to complete. There are also a few larger assignments built around the themes of **SOC Engagement, Connections, Library Resources, and Professional Development**. Deadlines for assignments will be **5 p.m. on Fridays**. All information will be available via the Sakai learning management system.

◆ Course Goals and Objectives

This course is designed as a welcome to the School of Communication and its programs, by introducing you to SOC faculty, staff, and resources; and to help you begin to explore careers in various communication fields. 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.

◆ Grading and Evaluation

This course is graded pass-no pass (P/NP). While it won't be difficult to pass, be aware that it is possible to not pass. You must pass this course before you will be able to enroll in any upper-level courses in the School of Communication.

The various assignments and activities planned for the semester are worth a combined **150 points**. You must earn **a minimum of 105 points (70%)** to pass the course. Points will be awarded in several categories:

- 1) 14 weeks of topics and small assignments: Up to 5 points per week (= 70 points)
 - Accumulate points in this category by accessing the weekly topical videos and/or readings and completing small assignments related to the topic.
- 2) Five theme assignments: Up to 10 points each (= 50 points)
 - You must complete and pass all the theme assignments to pass the course.
- 3) Other opportunities and activities: Up to 5 points each (up to 30 points)
 - This category gives you additional opportunities to earn points.

Weekly Topical Sessions

Weekly sessions will be posted on Sakai by the weekend before the start of the scheduled topic, to give you an opportunity to get an early start if you wish. Each weekly session will typically include a video and other related material. You will earn 5 points per week if you watch the video* and complete the small, related assignment(s) on time **(by 5 p.m. Friday)**. These sessions are listed in the Course Schedule starting on p. 8.

- You will need to complete at least 12 of 14 weekly sessions to pass the course.
- If you miss the Friday deadline for that week, you may complete the lesson up to one week late for up to half credit.

**Note that through the Panopto software in Sakai, I have the ability to see if you have watched the video and how much of the video you have watched.*

Theme assignments

There will be 5 larger theme assignments designed to help you achieve the course objectives. These assignments include: A) **SOC Engagement** (events and activities); B) Establishing SOC or career-focused **Connections**; C) **Library Resources** for communication topics; and two assignments in D) **Professional Development** – writing a resume and one other choice.

The resume and library resources assignments will be due first. The other theme assignments can be done in any order, with deadlines interspersed throughout the semester. You must turn in one theme assignment by each deadline. In other words, you cannot wait until the end of the semester and turn them all in at once.

A) SOC Engagement (events/activities)

10 points

(Choose one activity from the menu below)

Option 1) Participate in a virtual meeting or other event sponsored by the SOC or one of its student organizations. You can find these through posts on the School website, emails or social media alerts to Communication students, and/or announcements that I will share through Sakai.

****Tip:* You could complete this activity early in the semester, as attending one of the Comm 100 Zoom social hours scheduled in weeks 2-4 would count, as well as the debate team Zoom open house on Aug. 26. See the Resources section in Sakai for details on these and other events already on the SOC calendar. Additional events will be added as they come up.

Additional instructions

- After the event, write a short report about the event (who sponsored it, what it was, when it happened, etc.) and a self-reflection on what you enjoyed about the event and/or what you learned by attending it. (Minimum 100 words).
- **Besides the written report, provide tangible evidence that you “attended” the event** (such as a screen shot of you on the Zoom call).

Option 2) Join an SOC student group (examples include SPJ, PRSSA, Ad Club, Rambler Sports Locker, etc.) or join the staff of a student media outlet (Loyola Phoenix or WLWW). Write a short reflection (minimum 100 words) on what you hope to accomplish within the group and/or how you anticipate the group will help you meet your academic and/or professional goals.

- **For credit, ask the sponsor or a student leader to send me an email to verify that you are a participating member.**

B) Connections

10 points

(Choose one activity from the menu below)

- 1) Schedule an interview with an SOC professor you'd like to know better. Ask whatever you like – their advice, the person's history, your goals, etc.
- 2) Interview an SOC junior or senior about their experiences in the school such as why they chose their major, their career plans, experience with SOC student organizations, etc.
- 3) Interview a professional who works in the field of communication that most interests you. (Note: If you interview someone you are related to or otherwise close to, you need to reveal that connection when you submit the assignment.)

Instructions for Assignment B

- These interviews/conversations may be conducted via Zoom, phone, or email. For Zoom or phone call, record the conversation (after getting the person's permission first, of course).
- What to submit: For Zoom, the recorded video or link; for a phone call, the audio file (use an app like Record a Call); for email, a transcript/copy of the exchange.
- Also submit a sentence or two about why you chose this person to interview and what you learned from your conversation.

C) Library Resources for Communication

10 points

For this assignment, you will use Loyola's online library resources to begin researching a current communication topic that interests you. Some suggestions:

- Racism/Racial awareness
- Media Literacy/Combatting misinformation
- Digital Media and Society (online relationships, algorithms, etc.)

Or you may find academic research or watch a video related to a communication field that interests you. Check with me if you have a question about whether the area you want to research would meet the criteria for this assignment.

***Additional instructions for this assignment will be posted to coincide with the Library Resources section scheduled for the **week of Sept. 28**, so wait to start the assignment until then. The assignment will be **due by Friday, Oct. 9** (5 p.m.).

D) Professional Development

20 points

I. Required: Resume

You will develop or update your resume and submit it for review and feedback. It is expected that you will incorporate some of the tips and resources from the session scheduled for the week of **Sept. 14** before submitting the resume. The resume will be **due by 5 p.m. on Sept. 18**.

- Note that you may be asked to resubmit the resume if it includes spelling or grammar errors or typos.

II. Choice of:

- 1) Complete a LinkedIn profile with, at minimum: a professional-looking photo, a 2-3 sentence summary, a list of skills, and 5-10 connections. For additional tips, see <https://careersidekick.com/what-to-put-on-linkedin-profile/>. Send me a link or submit a copy of your profile via Sakai.
- 2) Establish or add to a *professionally focused* social media account or blog and add at least six appropriate social media posts or three appropriate blog posts throughout the semester* (only posts dated this semester will count). Print screen shots or send links for the submissions.
 - *Note: These must be your own original posts, not retweets or "shares"!*
 - * *For full credit, spread these out rather than posting all of them on Dec. 4.*
- 3) Submit an article or other creative artifact (e.g.: photo, audio, video) to a student media outlet (such as the Phoenix, WLUW, Rambler Sports Locker) and provide a copy of the submission.
 - *Assignments in other classes, such as COMM 205, do not count here.*
 - *If you join one of these organizations for events/activities category A2, you must complete a different professional development assignment.*

Grading for Theme Assignments

Theme assignments will earn up to 10 points, based on the following criteria:

- Completed and submitted by the due date
- Content quality (clear writing, proper punctuation, correct grammar and spelling)
- Evidence of effort
- Turned in required elements and met word count requirements
- Submitted in correct format for assignment

Other Opportunities/Activities

5 pts. each, up to 30 total

Completing the weekly lessons and the theme assignments will give you enough points to pass the course (if you do them well). However, if for some reason you miss a weekly lesson* or are otherwise looking for additional points, here are some other activities for which you can earn points. Even if you don't need the points, you are encouraged to participate in some or all of these activities to help you experience the SOC, its resources and people more fully!

These options include:

- 1:1 meeting with me – email me to schedule a Zoom chat (plan on about 15 minutes)
- Attending additional Comm 100 social hours (“additional” if you are counting a social hour for Theme Assignment A; up to 3 total)
- Completing a second option from any of the categories of the Theme assignments
- Watching additional communication-related videos (up to 3 total). Contact me for ideas on appropriate videos for your area of interest.

*A reminder: You cannot miss more than two weekly lessons to pass the course.

How to submit assignments

- All assignments will be submitted in the Assignments tab through the Sakai learning management system (“LMS”). Assignments will *not* be accepted via email. (I don't want your assignment to be lost in my email inbox!)
- Most assignments will require attaching a document. For a few smaller assignments, you will have the option to type your answer in the text box. Instructions for how to submit the assignment will be included in the instructions for that assignment in Sakai.
- Important to note: My computer is a PC. That means it doesn't open “Pages” files. If you are working on a Mac, make sure to convert your file to a Word document (.docx) or a PDF before you submit it.

Meeting deadlines

In professional communication fields, deadlines are very important. Therefore, we take deadlines seriously. That said, life happens. That's why I will allow you to complete a lesson up to a week late for up to half credit. Don't abuse this allowance, and don't plan to use it often. Half credit for the weekly assignments would leave you well short of the points needed to pass the course!

◆ Rules, Responsibilities, and Resources

Online etiquette and FYI

The online world gives us many resources and opportunities. However, there can be the potential for abuse. In keeping with the university's privacy policy, we ask you to be a good digital citizen and not take photos, video, or audio of the weekly sessions to share outside the context of the class. Also note: All systems currently used by Loyola for recording (Panopto, VoiceThread, and Zoom) are set to prevent you from downloading videos. This will not impact your ability to view the recordings using an internet connection, but you will not be able to save them to your own computer.

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

Managing Life Crises and Finding Support

These are extraordinary times that can sometimes feel overwhelming. Should you encounter a 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 virtual meeting with me. Learn more about the center here: <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 12th year at Loyola, and I was recognized in 2018 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.

Getting to know you

One of my favorite aspects of teaching is getting to know my students. Although we won't be in a traditional classroom setting, I'd like to get to know you. You are always welcome to reach out to me by email or phone to set up a private one-on-one Zoom video conference call. I hope you will take advantage of the opportunity for us to make a connection in one or more of these ways!

- *Additional details will be added as the semester progresses, so check Sakai for the most updated information.*
- *A reminder that each week's homework is due by 5 p.m. Friday of that week.*

Week One: Aug. 24-28 Course introduction and expectations

- Watch the introduction video linked in Sakai
- Read the syllabus
- Take the short quiz under the Quizzes tool in Sakai
- Submit the student questionnaire in the Assignments section in Sakai

Week Two: Aug. 31-Sept. 4 Getting the most out of learning and working remotely

- Watch two short videos linked in Sakai: about learning and working remotely, and best practices for Zoom calls (lighting, video on or off, audio, etc.)
- Complete one of these and submit a short write-up in the Assignments section:
 - a) In a live Zoom meeting you have this week, apply some of the lighting, sound and other tricks you learned in the Wirecutter video. In two sentences, explain what tips you used, and if you felt the meeting went better than others you've had previously. *or*
 - b) If you don't have any live Zoom classes this week, apply one of the key points from the video about best practices for learning remotely. Write me a one-sentence description about what you did differently this week when it came to online learning, and if it helped you learn more or not.

Week Three: Sept. 7-11 School of Communication overview, majors, and how to graduate on time

- Watch the video and other information about SOC majors
- Write a short reflection (1-2 sentences) on what you learned and any questions you have. (Submit in the Assignments section in Sakai.)
- Note: Two options for Zoom social hours this week (Wednesday 9/9 at noon and Friday 9/11 at 5 p.m. Either would count for Theme A: SOC Events and Activities. You can find login details in the Resources section on Sakai.)

Week Four: Sept. 14-18 Resumes and building your professional profile

- Early in the week, watch the video with tips on resume writing.
- Incorporate the tips to turn in the first draft of your resume by 5 p.m. Friday. (This will count toward Professional Development Theme I)

- Note: Zoom social hour option on Wednesday 9/16, 1 p.m. Login details in the Resources section on Sakai.

Week Five: Sept. 21-25 Diversity in Communication: what it means, why it matters

- Watch the video on diversity in communication fields linked in Sakai
 - Search for an article or other written source to read on diversity in your communication area of interest.
 - Write a short reflection on what surprised you from the article. (Additional assignment details will be posted in Sakai.)
- Note: Zoom social hour option on Wednesday 9/23, 2 p.m. Login details in the Resources section on Sakai.

Week Six: Sept. 28- Oct. 2 Beyond Google: Library Resources

- Watch the video featuring Geoff Swindells, Loyola Libraries Communication subject specialist.
- Submit a short write-up (1-2 sentences) on something you learned about the library and the Communication-focused resources that you didn't already know.
- Begin working on the Library theme assignment (due at the end of next week).

Week Seven: Oct. 5-9 Student Groups and Opportunities

- Watch the video highlighting student groups within the School of Communication.
 - Submit the name of a group that interests you and why.
 - Additional tip: Check out the student groups information in the Resources section on Sakai for details on how to contact the group about joining.
- **Library Theme Assignment due**

Week Eight: Oct. 12-16 Interviews: How to conduct them, how to ace them

- Watch the videos provided, including how to conduct good interviews and how to do your best in a job interview.
- Additional assignment TBA

Week Nine: Oct. 19-23 Online portfolios and LinkedIn

- Building on the resumes you have designed this session will highlight online portfolios and getting the most out of LinkedIn. The lesson will include one or more short videos and an additional small assignment.

Week Ten: Oct. 26-30 Internships and career connections through the SOC

- Watch the short video from current and former SOC students about what they wish they'd known before getting internships.
 - Register for an account at www.soccareers.com (Note that your UVID won't work for this. You have to register.)
- **Theme Assignment deadline (choose one you have not already submitted)**

Week Eleven: Nov. 2-6 Finding a job you like

- Watch the video featuring Loyola alums and how they found their jobs
- Read article (linked in Sakai) on networking during COVID-19
- Additional small assignment TBA

Week Twelve: Nov. 9-13 Jobs and careers II

- Resources will include links regarding jobs in various communication fields, and how to find information on salaries and living expenses in the area where you want to live.
- **Theme Assignment deadline (choose one you have not already submitted)**

Week Thirteen: Nov. 16-20 What do *you* want to know about?

This will be a “build your own” week. (Before this week, I will ask for your input on various options you would find interesting that are within the scope of the class.)

You will be able to choose from videos and resources on:

- Loyola's Study Abroad programs
- Tips to consider if you're thinking about graduate school
- Other communication- and/or career-related topics

Week of Nov. 23 **THANKSGIVING BREAK, NO CLASS**

Week Fourteen: Nov. 30-Dec. 4 Semester wrap-up

- Watch final video
- **Submit final Theme Assignment by Friday, Dec. 4, 5 p.m.**

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