**Instructor:** Richelle F. Rogers
**E-mail:** rrogers2@luc.edu
Please allow up to 24 hours for a response to e-mail. Remember to include your name and the course number on your subject line. Please use your Loyola e-mail account when sending e-mails. Please limit your email inquiries to 7a.m. – 6 p.m. CST.
**Office:** SOC 204   - Second Floor
**Office Hours:** Monday 12:30pm-2:30pm and by appointment
(All appointments should be scheduled through the class Sakai page)

## COURSE DESCRIPTION

Digital communication technology is having a significant impact on how we view ourselves and each other. During the semester, students will learn about various new media platforms and technologies and take a critical look at the role technology plays in how we communicate.

As producers of media, students will leave this course having gained a new perspective into how new media impacts communication. Through a collaborative environment, students will acquire skills in working with others and learn the importance of teamwork.

## IDEA COURSE OBJECTIVES:

- Acquiring skills in working with others as a member of a team
- Developing creative capabilities
- Developing skill in expressing oneself orally or in writing
- Learning how to analyze and critically evaluate ideas, arguments and points of view

**TEXT AND ASSIGNED READING:**

Program or Be Programmed: Ten Commands for a Digital Age, Douglas Rushkoff,

A Pocket Style Manual, 6th Edition, Diana Hacker; Nancy Sommers

In addition to the required text, students will also be required to read additional materials during the course.

**GUEST SPEAKERS**

This course will often feature guest speakers. Students are required to be well prepared for all discussions and participate in question and answer sessions.

**WRITING/PROOFREADING SUBMITTED ASSIGNMENTS**

It's important that all submitted assignments are free of typos, misspellings and grammatical errors. Work submitted that has not been proofread will be subject to a lower grade.

**LATE ASSIGNMENTS**

Late assignments will not be accepted. UNLESS INSTRUCTED, DO NOT EMAIL ASSIGNMENTS.

**WEEKLY UPDATES AVAILABLE VIA SAKAI**

The syllabus and updated class assignments are available via Sakai.

**STUDENT – INSTRUCTIR CONSULTATION (REQUIRED)**

Every student is required to meet with the instructor once during the semester. Sign up is available though the Sakai class web page. Of course, if a student requires additional guidance, the instructor is available.

**GRADING**

A
B
C
D
F

## Grades will be based on:
In class and outside assignments  (includes participation in class discussions and guest speaker lectures) 35%
Blog project and final presentation – 35%
Final Exam 30%

**Plagiarism Statement:** *quoted directly from the Loyola University Chicago undergraduate online catalogue. Please see the catalogue entry for additional information:*

*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 uniformed or naïve is not an acceptable excuse for not properly referencing your sources.*

*It is dishonest to:*

*Turn in the same work for two classes; Turn in a paper you have not written yourself; or copy from another student or use a "cheat sheet" during an exam.*

**SPECIAL NEEDS**

Students are urged to contact the instructor should they have questions concerning course materials and procedures. If you have a special circumstance that may have some impact on your course work and for which you may require accommodations, please contact the instructor early in the semester so that arrangements can be made with the Services for Students with Disabilities (SSWD).

In addition, any student with a learning disability that needs special accommodation during exams or class periods should provide documentation from Services for Students with Disabilities confidentiality to me as soon as possible.

The instructor will accommodate your 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 their own needs and assignment due dates.


**BLOG PROJECT**

Working in your respective group, you will create an engaging and informative blog. The main objective of each blog is to learn how to create a well-written, effective post, engage your target audience and enable you to start thinking as a content creator not just a content consumer.

All content created for the blog must be original. Groups are not allowed to borrow images or video from an outside source.

Excellent posts will be well written, engaging, central to the blog theme, and correct in regard to grammar, spelling, and punctuation.

Every Monday, Groups will submit a content outline (includes research and logistics plan) for their respective blog. The first outline is due February 17, 2014. Outlines are due every Monday at the beginning of class. Outlines must be typed and stapled. List your group name and each member at the top of the first page.

Blogs will go live February 24, 2014. Each group will premiere the blog in class. Presentations will be five minutes in length. A one-page explanation of your blog will be handed to the instructor before the presentation begins.

A significant amount of class time is dedicated to your blog project. It's imperative that your group communicates goals and objectives to team members daily and use class time in a productive manner. If you have a concern about group performance, please alert the instructor as soon as possible so we can address any issues immediately.

Group presentations will begin April 7, 2014. At the conclusion of the semester, each group will give a final presentation to the class outlining editorial decisions and in some cases, defending their judgment. This twenty-minute presentation will also include be a question and answer session with your peers. Business attire is required.

As part of the evaluation process, groups will write a detailed critique of their colleagues' work. It's very important that you write a balanced critique about your colleagues' product. If you see something on the blog that could use improvement, please note your criticism in a constructive and respectful manner. Group critiques are due April 23, 2014.

Groups will be evaluated according to the following criteria:

- CLASS PRESENTATION

- CONTENT – Are the posts well written, engaging and proofread?  Are posts specific to the blog theme?

- CREATIVITY  - Are creative methods used to engage the respective audience?

- AUDIENCE REPSONSE AND ENGAGEMENT – Social networking site usage as well as comments and responses.

- CALL TO ACTION – How does the blog interact with its readers?

**THE COURSE (Subject to change)**

**Week 1: Introductions/Blog Project Assignments**
**Jan 13:** Introductions/Survey/Course review
**Assignment**: Watch the PBS Frontline Documentary *Digital Nation*
Link: http://video.pbs.org/video/1402987791/
**Jan. 15**: What is new media and how is it redefining how we communicate?
**Assignment:** Tech Fast
**Jan. 17:** Blog project assignments. Blog groups begin selecting blog theme research/presentation prep

**Week 2:  How are new media changing the way we communicate?**
**Jan. 20:  Class does not meet**
**Jan. 22:** Tech fast papers due/Class blog theme proposals and presentation prep
**Jan. 24** : Blog theme proposals and presentations due– Each group will give a short presentation to the class.
**Assignment:** Read the blog packet via Sakai class website

**Week 3: Writing for the Web**
**Jan. 27:** Guest Speaker Rebecca Eisenberg http://www.upworthy.com/rebecca-eisenberg
**Jan. 29:** Writing for the web class exercise
**Jan. 31:** Blogging as an effective communication tool: Guest Speaker: Motherlode Blogger KJ Dell'Antonia http://parenting.blogs.nytimes.com/author/kj-dellantonia/

**Week 4: The power of language/audio in new media**
**Feb. 3:** Group interview exercise – each group will select a person to profile for their blog. The interview subject must fit the blog theme. Write a 500 word post based on your interview transcript.
**Feb. 5:** Select two audio sound bites that complement your 500 word profile post.
**Feb. 7:** Screen and discuss audio project.


**Week 5: The power of images in new media**
**Feb.10** Guest speaker: Chicago Tribune Digital Photo Editor and Visual Storyteller Erin Mystkowski (subject to breaking news)
Link: http://erinmystkowski.com/#!/HOME
Link: http://www.youtube.com/playlist?list=PLxblDNSyTV_qUI1X-iF1XQKdJGQWk76lQ
**Feb 12:** Create a YouTube account for your blog.
**Assignment:** Write, shoot and edit a behind the scenes look at the creation of your blog. Post to your YouTube account by Feb. 19th
**Feb. 14:** Groups use class time to finalize YouTube Projects/First outline.

**Week 6: Program or be programmed**
**Feb. 17**: First group outlines are due
**Feb.19:** Preview and discuss behind the scenes videos
**Assignment:** Coding exercise
**Feb.21:** Groups use class time for launch prep

**Week 7: Blogs launch!**
**Feb. 24:** Blogs launch – Each group will give a brief preview of their blog to the class.
**Feb. 26**: Blog project
**Feb. 28:** Blog project

**Week 8: Spring Break – Class does not meet**
**May 3-7:** Class does not meet

**Week 9: Blog Project  - Content analysis**
**Mar. 10:** Class time devoted to blog
**Mar. 12:** Class time devoted to blog
**Mar. 14:** Class time devoted to blog

**Week 10:  Blog Buddy Week  - Each group will partner with a blog buddy for additional feedback and support**
**Mar. 17:** Blog buddy week
**Mar. 19:**  Blog buddy week
**Mar. 21:** Blog buddy week


**Week 11: Blog Project – Audience Engagement – Social media push**
**Mar. 24:**  Audience Engagement
**Mar. 26:**  Audience Engagement
**Mar. 28:**  Guest Speaker: Edelman PR Executive


**Week 12: Blog Presentation Prep**
**Mar. 31:** Blog presentation prep
**Apr. 2:**  Blog presentation prep
**Apr. 4:**  Groups meet/Instructor consultations

**Week 13: Blog Project Presentations**
**Apr. 7:**  Groups one and two present to the class
**Apr. 9:**  Groups three and four present to the class
**Apr. 11:** Groups five and six present to the class

**Week 14: Blog Project Presentations**
**Apr. 15:** Groups seven and eight present to the class
**Apr.17:**  Group nine presents to the class
**Apr. 18-21:** Class does not meet –Happy Easter!

**Week 15: Group critiques due/Course Review/Final handout**
**Apr. 23:** Group critiques due/Course review
**Apr. 25:** Final exam handout