

COMM 50: INTRO TO COMMUNICATION TECHNOLOGIES

3 UNITS, FALL 2019

Instructor Information

Dr. Jeremy David Johnson

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Office Hours: M 2:00 – 3:00 pm; T 1:30 – 3:00 pm; R 2:00 – 3:00 pm; other times by appointment

This syllabus may be changed at any time during the semester due to unforeseen circumstances, life events, and student needs. Any changes will be communicated via Canvas and announced in class.

Course Description

This course provides an introduction to a range of digital media as well as mobile and Internet technologies. Students gain technology literacy and hands-on experience in applying social media, blogging, podcasting, and web site design, as well as production of digital images, audio and video, to advertising, marketing and public relations situations. The course fosters reflection on legal and ethical issues in the application of this technology particularly in the new age of the surveillance economy. This course is one of the four lower core courses for the communication major. It presently has been opened for Communication minors and non-Communication students.

Course Learning Outcomes

After successfully completing this course, students should be able to:

1. Describe communication technologies, explain how they work, and make choices about using them for various purposes.
2. Service websites and blogs; design content for social media platforms including Facebook and Twitter; craft audiovisual products such as videos and podcasts; and manage their personal web presence for professional purposes.
3. Understand and navigate ethical issues surrounding the use of communication technologies including applicable laws and regulations.
4. Use communication theory to explain and predict effects of new communication technologies.

The Communication program outcomes for this course are:

Craft Messages

Apply communication theories and ideas to craft messages in a variety of media for particular audiences and purposes (including written and oral communication).

Deploy Communication Technologies

Select and use communication technology suitable to the message, audience, and purpose, and articulate how choices are informed by communication theory and practical challenges.

This class builds on the following core competencies adopted by the University of the Pacific:

- Information Literacy
- Oral Communication
- Written Communication

Major Assignments

Assignment	Point Value
Web Design	
LinkedIn Page	20
Personal Website/ePortfolio	175
Blog Post	50
Audiovisual Design	
Podcast	200
Mobile App Prototype	200
Organizational Design	
Event Flyer	100
Cross-platform Advertisement	75
Essays	
Platform Essay	100
Participation and Miscellaneous Assignments	
Participation	40
Other Assignments	40
Total	1000

Point Ranges for Final Course Grades

930-1000 points	A
900-929 points	A-
880-899 points	B+
820-879 points	B
800-819 points	B-
780-799 points	C+

720-779 points	C
700-719 points	C-
680-699 points	D+
620-679 points	D
619 and below points	F

Attendance Policy

This is an interactive class that requires student input and participation. As such, I expect you to be in class unless there is a need for you to be elsewhere. Beyond two absences, I will deduct 3% of your overall grade for each unexcused absence.

Please don't be late to class. I reserve the right to count significant lateness as a partial or full absence.

Things come up and that's fine. Just communicate with me in advance and we'll figure out how to ensure you stay up to date and succeed in the course.

Accommodations for Students with Disabilities

I am committed to accommodating students with disabilities. If you are a student with a disability who requires accommodations, please contact the Director of the Office of Services for Students with Disabilities (SSD) for information on how to obtain an Accommodations Request Letter. We will then follow a 3-Step Accommodation Process:

1. Student meets with the SSD Director and provides documentation and completes registration forms.
2. Student requests accommodation(s) each semester by completing the Request for Accommodations Form.

3. Student arranges to meet with his/her professors to discuss the accommodation(s) and to sign the Accommodation Request Letter.

To ensure timeliness of services, it is preferable that you obtain the accommodation letter(s) from the Office of SSD at least a week before any graded assignment.

The Office of Services for Students with Disabilities is located in the McCaffrey Center, Rm. 137. Phone: 209-946-3221. Email: ssd@pacific.edu. Online: www.pacific.edu/disabilities.

Pronoun Usage

Knowing and applying the names and pronouns that students wish to use is a crucial part of developing a productive learning environment that fosters safety, inclusion, personal dignity, and a sense of belonging across campus. Please let me know your preferred name and pronoun anytime throughout the semester.

Electronic Devices

Students are encouraged to use laptops and tablets to take notes, to look up information relevant to our discussions, and to generally supplement the classroom experience using technology. If your technology use is disruptive (eg. if you are doing something you should not be doing, or if your technology is distracting your classmates), you may be asked to turn it off or move to the back of the classroom. If you are using technology inappropriately, you will be docked participation points from your overall grade.

If you ever need to leave on your cell phone or electronic device, please communicate that with your teaching assistant prior to class. Emergencies arise and that some communications (eg. job calls) are vital. I will be flexible with such occasions if you let me know first.

Honor Code

The Honor Code at the University of the Pacific calls upon each student to exhibit a high degree of maturity, responsibility, and personal integrity. Students are expected to:

- act honestly in all matters
- actively encourage academic integrity
- discourage any form of cheating or dishonesty by others
- inform the instructor and appropriate university administrator if she or he has a reasonable and good faith belief and substantial evidence that a violation of the Academic Honesty Policy has occurred.

Violations will be referred to and investigated by the Office of Student Conduct and Community Standards. If a student is found responsible, it will be documented as part of her or his permanent academic record. A student may receive a range of penalties, including failure of an assignment, failure of the course, suspension, or dismissal from the University. The Academic Honesty Policy is located in Tiger Lore and online at <http://www.pacific.edu/Campus-Life/Safety-and-Conduct/Student-Conduct/Tiger-Lore-Student-Handbook-.html>

Student Care

I am committed to your well-being. If you are experiencing personal, financial, medical, emotional, or other challenges that are preventing you from being successful in this class, please contact the Care Managers in the Office of the Dean of Students to discuss resources and support that are available to you. These resources include, but are not limited to, counseling services, advising, disability services, and victim advocacy. I will work with the Care Managers and with any necessary services to ensure your success.

The Care Managers office is located on the first floor of Hand Hall and is open Monday through Friday between 8:30am and 5:00pm, with walk-in hours every day from 1-3pm. To schedule an appointment, please call (209) 946-2177 or email caremanagers@pacific.edu

Assessment Policy

Copies of student work from this course may be retained by the professor or the department for assessment purposes.

Course Schedule

Week 3

T	Sep 10	Discussion: What is information?
R	Sep 12	Maintaining a professional presence on the web The basics of web hosting

Week 4

T	Sep 17	Setting up a WordPress site Due: LinkedIn Profile
R	Sep 19	Components of an ePortfolio Work time for website design Due: Select domain and purchase hosting

Week 5

T	Sep 24	Accessible and responsive design <i>Peer review time for websites</i>
R	Sep 26	The history and future of blogging Due: Personal website draft

Week 6

T	Oct 1	Networked publics and digital advocacy
R	Oct 3	Attention and advertising Due: Blog post

Week 7

T	Oct 8	Search engine optimization & bias in digital environments
R	Oct 10	Patterns and practices of digital communication Due: Cross-platform ad

Week 8

T	Oct 15	Visual design and layout
R	Oct 17	Image editing and photo manipulation Due: Event flyer

Week 9

T	Oct 22	Conceptualizing a mobile app
R	Oct 24	Prototyping a mobile app <i>Mobile app work time</i>

Week 10

T	Oct 29	Digital ecosystems and app platforms <i>Mobile app peer reviews</i>
R	Oct 31	Video editing and streaming Due: Mobile app prototype

Week 11

T	Nov 5	Copyright, fair use, and remix
R	Nov 7	Information security and privacy

Week 12

T	Nov 12	Technology ethics
R	Nov 14	No Class - Instructor Conference

Week 13

T	Nov 19	Due: Platform essay
R	Nov 20	Introduction to digital audio

Week 14

T	Nov 26	Basics of podcasting
R	Nov 28	No Class - Thanksgiving Break

Week 15

T	Dec 3	Digital audio editing practice
R	Dec 5	Work time and course wrap-up Due: Podcast