

Syllabus Spring Semester 2015-2016

COMM 204-1 – Technologies of Communication (157905)

Room: DEC 312

Day/Time: MW 2-3:15

Course Hours: 3-0-3

Instructor: Dr. Myles Ethan Lascity

Office Hours: After class and by appointment.

Email: LascityM@philau.edu or ethan.lascity@gmail.com

About This Course

Required Readings

Duffy, Brooke Erin. (2013) *Remake, Remodel: Women's Magazines in the Digital Age*. Chicago: University of Illinois Press.

Wu, Tim. (2010) *The Master Switch: The Rise and Fall of Information Empires*. New York: Vintage.

Course Description

The social media course that's an essential component of the major. Students will consider communication technologies and how and what people communicate using those technologies. We'll examine the role of communication technologies in society and culture, with an emphasis on how they function in the information age. This will include both the social and cultural influences that have shaped the development of various emerging media, information, and communication technologies.

Purpose of this Course

The purpose of this course is to get students accustomed to using social networking platforms and to think critically about how these platforms change users' perceptions of the world. This will be done through a mixture of theoretical readings, class discussions and several writing assignments. This class will focus on issues of identity — both of individual users, celebrities and brands.

Student Learning Objectives

Upon successful completion of this course, students will (1) have a thorough understanding of newer communication platforms; (2) be familiar with and able to use several platforms; (3) understand how these technologies influence individuals and the world they live in; (4) be able to trace how communication

from different platforms interact; and (5) be able to critically think about and analyze what others produce via these technologies.

Methods of Evaluation

Your grade will be graded out of 550 points.

Attendance and Participation – 150 pts

Attendance and participation are extremely important in this class. This means regular and prompt attendance, coming to class having done the assigned readings, contributing to discussion and respectfully listening to others.

In accordance with University policy, students are expected to attend class every day with all relevant required course materials and work. If you are absent from class, contact your faculty as soon as possible, preferably before the next class meeting. Students remain responsible for any missed work, for work completed in class, and for work due and must arrange for that work to be delivered to the faculty on time.

Serious illness, family emergencies, or other crises mean that students should contact the Dean of Students Office as soon as possible (215-951-2740). Students are responsible for all work related to this class; however, faculty may (but are not required to) make some accommodation in terms of time of delivery and/or make-up exams for major tests. Please consult with your faculty and your academic advisor to determine whether you should withdraw from the course or request an incomplete grade in the case of serious illness or crises.

The University respects students' rights to observe religious holidays. Students planning to be absent from a class due to religious observance shall notify the faculty during the first week of classes, if possible. Absence from classes or examinations for religious reasons does not relieve students from responsibility for any part of the course work required during the period of absence. Professors shall work with students to ensure they have a reasonable opportunity to make up missed classes and assignments.

Each class you will be given two (2) points for coming to class. Contributing to the discussion will be worth up to an additional three (3) points. Being late to class, not paying attention to the discussion or actively disrupting class will result in a loss of participation points.

You are allowed **two (2)** unexcused absences from class. **Missing eight (8) or more classes without a valid excuse will result in a failure of the course.**

Note: The instructor reserves the right to (a) assign and include pop quizzes into your participation grade and (b) give additional points for outstanding attendance and participation.

Assignments – 400 pts

There will be three major assignments in class – one long-term, group assignment and two shorter-term assignments.

Mini-Assignments — 30 pts each; 150 total

Paratext Assessment — 100 pts

Online Existence – 50 pts

Network Reality – 100 pts

Written assignments are due by the beginning of class on the assigned due date. All assignments must be submitted via Blackboard. No exceptions.

Late assignments will be accepted, however, there will be one grade letter (10%) deducted for each day the assignment is late. This starts from the beginning of class. Therefore, if you miss class and submit the assignment during the class, you will be docked one letter grade.

If you are having an issue or need an extension for any reason, please discuss it with the instructor as soon as possible. Accommodations can be made but they will not be made if you wait until the due date.

Note: Philadelphia University is committed to providing excellent and innovative educational opportunities to its students. To help us maintain quality academic offerings and to conform to institutional and professional accreditation requirements where relevant, the University and its programs regularly examine the effectiveness of the curricula, teaching, services, and programs the University provides. As Philadelphia University sees appropriate, it may retain representative examples or copies of student work from all courses. This might include papers, exams, creative works, or portfolios developed and submitted in courses or to satisfy the requirements for degree programs as well as surveys, focus group information, and reflective exercises.

| Grade | Average | Class Points | 4.0 Scale |
|--------------|----------------|---------------------|------------------|
| A+ | 97-100 | 533-550 | 4.0 |
| A | 93-96 | 511-528 | 4.0 |
| A- | 90-92 | 495-506 | 3.67 |
| B+ | 87-89 | 478-489 | 3.33 |
| B | 83-86 | 456-473 | 3.0 |
| B- | 80-82 | 440-451 | 2.67 |
| C+ | 77-79 | 423-434 | 2.33 |
| C | 73-76 | 401-418 | 2.0 |
| C- | 70-72 | 385-396 | 1.67 |
| D+ | 67-69 | 368-379 | 1.33 |
| D | 60-66 | 330-363 | 1.0 |
| F | 59 and below | Less than 324 | 0.0 |

Academic Integrity

Academic Integrity and honesty is the foundation of the Philadelphia University teaching, learning, and professional community. Anyone who is a part of this community who knowingly or unknowingly breaks the rules of academic integrity as defined by the Philadelphia University community commits an offense against all members of this group. In order for all to know and understand the standards that define academic integrity at Philadelphia University, the following policy has been developed and ratified by students, faculty, and staff. These policies pertain equally to all courses regardless of the method of delivery. Thus, they pertain to courses delivered fully or partially online as much as to courses delivered in-person.

Academic integrity is a policy about ethical behavior at Philadelphia University regarding one's intentions, decisions, and actions while conducting academic work. It includes values such as avoidance of the following: cheating; plagiarism; copying; the fabrication of information; and facilitating, or denying others access to information. It expects honesty and rigor in research, course work, writing and publishing. Academic Integrity is taken seriously in this course. Any student violating the University's academic integrity policy will be subject to appropriate sanctions. The University's complete academic integrity policy is available in the 2014-15

Academic Catalog:

<http://www.philau.edu/catalog/UniversityAcadPolicyProcedures/UgradStudentAcademicPandP/index.html#AcadInt>

Academic resources, including information on citation and documentation for all written work, projects, and presentations, are also available on the Learning and Advising Center's website: <http://www.philau.edu/learning/writingguidelines.html>.

Inclement weather policy

To ensure the continuation of student learning in time of emergencies, including severe weather, it the policy of Philadelphia University not to cancel classes. However, if on campus sessions are not possible, students are responsible for checking their university email and/or Blackboard for information from their faculty advising them of any immediate impact on the students' preparation for the next class meeting.

In this event, faculty members have several options including:

- (1) Holding class through asynchronous electronic means such as emailing the students or posting to Blackboard class lessons, discussion forums and/or additional assignments related to class content;
- (2) Holding class through synchronous online means.
- (3) Holding class at a rescheduled time acceptable to all class members. If there are students who are unable to attend a rescheduled class, the faculty should make reasonable accommodations for the student(s) to make up the work.

Support services

Academic Support Services

Gutman Library (www.philau.edu/library) is a gateway to a variety of information resources. The homepage of the library provides 24/7 access to online databases of articles, e-journal collections, e-books, and specialized information to support your coursework. See a list of Research Guides for specific programs and courses at <http://libguides.philau.edu>. The library building is wireless, has 80 available workstations (PCs and Macs), printers, scanners, and copiers; as well as individual and group study spaces.

The Learning and Advising Center (www.philau.edu/learning) provides one-on-one tutoring assistance for writing, study strategies, test taking, and specific Philadelphia University courses*. To make a tutoring appointment, students should stop by the Learning and Advising Center in Haggar Hall or call (215) 951-2799. Academic resources, including information on citation and documentation, note taking, and study strategies are available on the Center's website.

Technology Resources (<http://www.philau.edu/OIT/>)

The University provides wireless network access in all campus buildings. If you need a computer, Gutman Library and Search Hall have open access computers. For assistance with technology issues, students should contact the Technology Help Desk at (215) 951-4648 or send an email to helpdesk@philau.edu.

Disability Services (<http://www.philau.edu/disabilityservices/index.html>)

Philadelphia University does not discriminate on the basis of disability, in accordance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973. The University makes accommodations for students with disabilities who seek accommodations in the classroom. All students interested in receiving accommodations must contact the Office of Disability Services by email at DisabilityServices@philau.edu, phone at (215) 951-6830 or office visit. The office is located in Kanbar 102D. Students requesting accommodations in the classroom must present a current accommodation letter from the Office of Disability Services to the instructor, before accommodations may be made. Philadelphia University works with students with disabilities regarding equal access to all services and programs. Requests for accommodations may be made at any time (although accommodations are not retroactive). The University encourages all students who have any inquiries to contact Disability Services.

Class Schedule

This is a working schedule. Any changes will be made between the instructor and the class. You are responsible for knowing about any alterations to the syllabus if you are not in class when the changes are discussed.

| Week | Date | Class Plans | |
|-------|----------------------|---|---------------------------------|
| Wk 1 | Jan. 13 | Class Introduction | |
| Wk 2 | Jan. 18 Jan. 20 | No Class <i>Griffin, "Media Ecology"</i> <i>Carr, "Is Google Making Us Stupid?"</i> | |
| Wk 3 | Jan. 25 Jan. 27 | No Class Wu, Introduction, Part 1 | |
| Wk 4 | Feb. 1 Feb. 3 | <i>Hanson, "Mass Communication Effects"</i> <i>Fiske, "The Jeaning of America"</i> Wu, Part 2 | Mini #1 |
| Wk 5 | Feb. 8 Feb. 10 | Wu, Part 3 Wu, Part 4 | |
| Wk 6 | Feb. 15 Feb. 17 | Wu, Part 5 <i>Gray, "From Spoilers to Spinoffs"</i> | Mini #2 |
| Wk 7 | Feb. 22 Feb. 24 | <i>Jenkins, "Worship at the Alter of Convergence"</i> <i>Digital Nation</i> | Paratext Paper |
| Wk 8 | Feb. 29 March 2 | <i>Botler and Grusin, "Remediation"</i> <i>Boellstorff, "Personhood"</i> <i>Marwick, "Self-Branding"</i> <i>Ronson, "How One Stupid Tweet ..."</i> | |
| Wk 9 | March 7 March 9 | Duffy, Intro, Ch. 1 and 2 <i>Palladino, "The Advertising Age"</i> <i>Generation Like</i> | |
| Wk 10 | March 14 March 16 | Spring Break | |
| Wk 11 | March 21 March 23 | Duffy Ch. 4 Moore, "The Work of Rock ..." Sisario, "... Tweet it Maybe" | Online Existence Mini #3 |

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| Wk 12 | March 28 March 30 | Duffy Ch. 5 <i>Turow, "Targets or Waste"</i> | Mini #4 |
| Wk 13 | April 4 April 6 | No Logo <i>Luvaas, "On Cutting and Pasting"</i> | |
| Wk 14 | April 11 April 13 | <i>Entwistle and Slater, "Models as Brands ..."</i> <i>Horton — "A Star Is Born"</i> <i>Bayer — "Brad Pitt For Mayor"</i> | Mini #5 |
| Wk 15 | April 18 April 20 | Network Reality Presentations Network Reality Presentations | |
| Wk 16 | April 25 April 27 | Network Reality Presentations Class Wrap Up | Network Reality |