

COMM 5345.001 New Media Theories and Applications

Syllabus – Summer 1, 2015

I. Faculty Information

- A. Dr. Marsha Little Matthews
 - 1. HPR 266
 - 2. Office Hours: by appointment – meetings may be online
 - 3. Phone: 903-566-7099 (office) (I'm not on campus on any regular basis during the summer – use email)
 - 4. E-mail: mmatthews@uttyler.edu
 - 5. Blog for this Course: Matthews's New Media Theories & Applications Blog <http://marshamatthews.wordpress.com>
 - 6. Twitter for this Course: @MCommProf

II. Course Description

- A. An exploration of the cognitive, linguistic, and interpretive approaches to the study of new media. Consideration will be given to both the practical and theoretical values of new media.

III. Course Objectives

- A. Students will be able to
 - 1. Demonstrate the ability to think critically about new media, convergence, and communication.
 - 2. Discuss and examine critically theories and approaches used to research, understand, and implement mediated communication strategies using new media technologies and applications.
 - 3. Evaluate the communication rules, norms, listening skills, and rhetorical strategies used by people.
 - 4. Explain communication from a variety of communication theoretical perspectives.
 - 5. Demonstrate the ability to use new media.
 - 6. Demonstrate an understanding of praxis of communication theory, new media, and communication.

IV. Course Requirements

A. Texts

- 1. Briggs, M. (2012). *JournalismNext: A Practical Guide to Digital Reporting and Publishing 2nd Edition*. Washington, DC: CQ Press, A Division of Sage (ISBN: 978-1452227856)
- 2. Lipschultz, J.J. (2015). *Social Media Communication: Concepts, Practices, Data, Law and Ethics*. New York: Routledge. (ISBN: 978-1-138-77645-6)

- B. Written Assignments/Presentations
- C. Discussions/Participation
- D. Reading Reactions/Blogs/
- E. Theory Papers/Presentations
- F. Readings
- G. Theory-driven digital media project

V. Evaluation and Grade Calculation\

A. Reading Reactions/Blogs/Comments	20%
B. Theory Papers/Presentations	15%
C. Theory-Driven Project & Project Proposal	35%
D. Assignments/Presentations	20%
E. Discussion/Participation	<u>10%</u>
F. Total	100%

VI. Miscellaneous

- A. Course Withdrawal: The last date to withdraw from classes without penalty is **Monday, June 22, 2015.**
- B. **Final Exam Date: Friday, July 3, 2015**
- C. Electronic Devices: Turn off all electronic devices including cell phones and MP3 players. Allowing a cell phone or other device to ring during class is rude and disrupts class. No text messaging or checking the time on your cell phone during class. Keep these devices in your backpack during class.
- D. Use of Computers in Class: Do not use computers during class for reading/writing e-mail, surfing the Web, playing games, working on assignments for other classes, or writing letters. You may use a laptop computer only for taking class notes. If you use your laptop for any other purpose, I will require you to immediately close the computer.
- E. Assignment Policy:
 1. We will use Blackboard, online blogging sites, Twitter, and other new media throughout this course.
 2. Assignments will be given throughout the semester. Students are responsible for all course materials, including, but not limited to, class lectures, handouts, workbook and textbook reading assignments.
 3. Assignments and due dates may be changed at the instructor's discretion with fair notice to students.
 4. Unless otherwise specified, assignments are due at the beginning of class.
 5. ALL PAPERS MUST BE TYPED OR WORD-PROCESSED USING THE FORMAT AND MEDIUM REQUIRED FOR THE ASSIGNMENT.
 6. SPELLING, GRAMMAR, AND NEATNESS COUNT!

- F. **Late Assignments:** Late assignments will not be accepted. Assignments are due at the beginning of the class period on the date specified.
- G. **Attendance and Tardiness Policy:** This is a graduate course. You are expected to attend class. See the current UT Tyler catalog for the university's policy on student responsibility for missed classes and assignments. Be familiar with the university's drop policy. Students who anticipate being absent from class due to religious observance or university-sponsored activities should inform the instructor by the end of the first class meeting.
- H. **Academic Honesty Policy:** Students will adhere to the highest standards of academic honesty. **Anyone caught cheating will earn a "0" for that assignment and will be subject to academic and disciplinary action. Plagiarism (the use of written and oral words or ideas of another person, including another student, without the expressed acknowledgment of the speaker's or writer's indebtedness to that person) will not be tolerated.** This includes the use of papers or other materials previously submitted to instructors in other classes, as well as video and audio recordings. **Students caught plagiarizing will fail this class and be subject to academic and disciplinary action.**

VII. University of Texas at Tyler Policies

- A. **Students Rights and Responsibilities:** To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link:
- B. **Grade Replacement/Forgiveness and Census Date Policies:**
1. Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.edu/registrar> . Each semester's Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar. **(Census Date Summer 1 2015: June 4, 2015.)**
 2. Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.
 3. The Census Date is the deadline for many forms and enrollment actions that students need to be aware of. These include:
 - a) Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
 - b) Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date).

- c) Schedule adjustments (section changes, adding a new class, dropping without a “W” grade).
- d) Being reinstated or re-enrolled in classes after being dropped for non-payment.
- e) Completing the process for tuition exemptions or waivers through Financial Aid.

C. State-Mandated Course Drop Policy

1. Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date).
2. Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

D. Social Security and FERPA Statement: It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

E. The U-T Tyler Writing Center provides professional writing tutoring for all students in all disciplines. If you wish to use the Writing Center, you should plan for a minimum of two hour-long tutorials per assignment: the first to provide an initial consultation and drafting plan, and the second to follow up. Be prepared to take an active role in your learning, as you will be asked to discuss your work during your tutorial. While Writing Center tutors are happy to provide constructive criticism and teach effective writing techniques, under no circumstances will they fix, repair, or operate on your paper. Location: BUS 202. Appointments: 903-565-5995.

F. Disability Services: In accordance with federal law, a student requesting accommodation must provide documentation of his/her disability to the Disability Services counselor. If you have a disability, including a learning disability, for which you request an accommodation, please contact the Disability Services office in UC 3150, or call (903) 566-7079.

G. Student Absence due to Religious Observance: Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.

H. Social Security Statement: It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number.

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