

**Banner/Catalog Information (Coversheet)**

1. ☒ **New Course** or ☐ **Revision of Existing Course**
2. **Course prefix and number:** CMN 5650
3. **Short title:** Digital Comm
4. **Long title:** Digital Communication
5. **Hours per week:** ☒ Class ☐ Lab ☒ Credit
6. **Terms:** ☐ Fall ☐ Spring ☐ Summer ☒ On demand
7. **Initial term:** ☒ Fall ☐ Spring ☐ Summer Year: 2018
8. **Catalog course description:** This course provides a theoretical, practical/technical, and critical understanding of digital media culture in contemporary society. Students will learn about the history of digital media/culture; contemporary trends and practices, new media literacy, and the basic tools required to actively participate in and study the digital world. Students will actively implement concepts from various approaches utilized by scholars and practitioners in the field of Communication Studies.

9. **Course attributes:**

General education component: ☐ N/A \_\_\_\_\_

☐ Cultural diversity ☐ Honors ☐ Writing centered ☐ Writing intensive ☐ Writing active

10. **Instructional delivery**

**Type of Course:**

☒ Lecture ☐ Lab ☐ Lecture/lab combined ☐ Independent study/research

☐ Internship ☐ Performance ☐ Practicum/clinical ☐ Other, specify: \_\_\_\_\_

**Mode(s) of Delivery:**

☒ Face to Face ☒ Online ☐ Study Abroad

☐ Hybrid, specify approximate amount of on-line and face-to-face instruction

11. **Course(s) to be deleted from the catalog once this course is approved:** None.

12. **Equivalent course(s):** ☐ None \_\_\_\_\_

a. **Are students allowed to take equivalent course(s) for credit?** ☐ Yes ☐ No

13. **Prerequisite(s):** ☐ None \_\_\_\_\_

a. **Can prerequisite be taken concurrently?** ☐ Yes ☐ No

b. **Minimum grade required for the prerequisite course(s)?** N/A

c. **Use Banner coding to enforce prerequisite course(s)?** ☐ Yes ☐ No

d. **Who may waive prerequisite(s)?**

☐ No one ☐ Chair ☐ Instructor ☐ Advisor ☐ Other (specify)

14. Co-requisite(s): ☐ None \_\_\_\_\_

**15. Enrollment restrictions**

a. Degrees, colleges, majors, levels, classes which may take the course: Graduate Students

b. Degrees, colleges, majors, levels, classes which may not take the course: Undergraduates

16. Repeat status: ☒ May not be repeated ☐ May be repeated once with credit

17. Enter the limit, if any, on hours which may be applied to a major or minor: 3

18. Grading methods: ☒ Standard ☐ CR/NC ☐ Audit ☐ ABC/NC

**19. Special grading provisions:**

☐ Grade for course will not count in a student's grade point average.

☐ Grade for course will not count in hours toward graduation.

☐ Grade for course will be removed from GPA if student already has credit for or is registered in:   

☐ Credit hours for course will be removed from student's hours toward graduation if student already has credit for or is registered in: \_\_\_\_\_

**20. Additional costs to students:**

Supplemental Materials or Software \_\_\_\_\_ None \_\_\_\_\_

Course Fee ☒ No ☐ Yes, Explain if yes \_\_\_\_\_

**21. Community college transfer:**

☐ A community college course may be judged equivalent.

☒ A community college may not be judged equivalent.

Note: Upper division credit (3000+) will not be granted for a community college course, even if the content is judged to be equivalent.

**Rationale, Justifications, and Assurances (Part I)**

1. ☒ Course is required for the major(s) of MA in Comm Studies (Leadership option)

☐ Course is required for the minor(s) of \_\_\_\_\_

☐ Course is required for the certificate program(s) of \_\_\_\_\_

☒ Course is used as an elective in MA students in Comm Studies (All other options)

2. **Rationale for proposal:** CMN 5650 is being created as a part of the new online Communication Studies MA program. The course introduces students to the study, practice and criticism of digital media culture. Digital production skills in our MA program are not commonplace, thus this course is filling a gap in the program. The skills developed in the course will not

only enhance one's digital literacy and basic digital production skills, they will make our graduate students more marketable for a workforce that covets this knowledge and training.

**3. Justifications for (answer N/A if not applicable)**

Similarity to other courses: N/A

Prerequisites: N/A

Co-requisites: N/A

Enrollment restrictions: This course is designed for students with an interest in studying communication at the graduate level.

Writing active, intensive, centered: N/A

**4. General education assurances (answer N/A if not applicable)**

General education component: N/A

Curriculum: N/A

Instruction: N/A

Assessment: N/A

**5. Online/Hybrid delivery justification & assurances (answer N/A if not applicable)**

Online or hybrid delivery justification: This course is being offered as an online course in response to increased demand for digitally delivered courses and programs. It will be offered as a part of the online and on-campus MA in Communication Studies degree.

Instruction: Course content will be delivered online in a variety of media such as audio/visual recorded lectures, textual conversations, and multi-media components as appropriate and hosted on the University's online learning management system. The evaluation methods would rely on class activities and written analyses, particularly research papers. All online instructors must complete OCDi training or the equivalent before teaching the course.

Integrity: Several mechanisms will be in place to ensure the integrity of the course. Any exams or quizzes will be administered through the learning management system and must be completed within a pre-determined time limit. All written assignments will be submitted online using plagiarism detecting software. Students will work with the instructor to agree upon project topics so the instructor may ensure the project is the student's original work.

Interaction: The instructor will facilitate student-faculty and student-student interaction via email, phone, video conferencing, social media, discussion boards, and/or shared online workspaces. In each module, students will be required to post to an online discussion board in response to prompts posed by the instructor as well as in response to their peers' comments. As a class, students may also be required to meet multiple times during the term to participate synchronously via video conferencing and shared workspaces or online chats.

**Model Syllabus (Part II)**

### 1. Course Number and Title:

CMN 5650: Digital Communication

### 2. Catalog Description:

This course provides a theoretical, practical/technical and a critical understanding of digital media culture in contemporary society. Students will learn about the history of digital media/culture; contemporary trends and practices, new media literacy and the basic tools required to actively participate in and study the digital world. Students will actively implement concepts from various approaches utilized by scholars and practitioners in the field of Communication Studies.

### 3. Learning Objectives

After taking this course, students will be able to:

1. Demonstrate comprehension and knowledge of digital media culture (Graduate learning goals: Depth of content knowledge, critical thinking and problem solving skills, effective oral and written communication skills).
2. Critique digital media culture (Graduate learning goals: Depth of content knowledge, critical thinking and problem solving skills, effective oral and written communication skills).
3. Understand the basics of digital media aesthetics (Graduate learning goals: Depth of content knowledge, critical thinking and problem solving skills, advanced scholarship through research/creative activity).
4. Actively apply and create digital media (Graduate learning goals: Critical thinking and problem solving skills, effective oral and written communication skills, advanced scholarship through research/creative activity).

### 4. Course Materials:

Lindgren, S. (2017). *Digital Media and Society*. Sage Publications: Thousand Oaks, CA.

Berry, D., Fagerjord, A. (2017). *Digital Humanities*. Polity. Cambridge, UK.

Additional readings will be posted online through the LMS.

### 5. Weekly Outline of Content

Week 1	What is Digital Media and Society?	<ul style="list-style-type: none"><li>• Dovey &amp; Lister - "New Media and New Technologies"</li><li>• Ricardo - "The engagement aesthetic"</li><li>• Williams - "The technology and society"</li></ul>
Week 2	What is the History of Digital Media?	<ul style="list-style-type: none"><li>• Huhtamo - "From kaleidoscomaniac to cybernerd: Towards an archaeology of media"</li><li>• Wiener - "The first and second industrial revolution"</li><li>• McLuhan - "The medium is the message / media as translators / the typewriter"</li><li>• Manovich - "What is new media?"</li><li>• Jenkins &amp; Ford - "Where Web 2.0 went wrong"</li></ul>
Week 3	What is Digital/Media Literacy?	<ul style="list-style-type: none"><li>• Dovey &amp; Lister – New Media in Everyday</li></ul>

		<p>Life”</p> <ul style="list-style-type: none"> <li>• Hjorth - “Domesticating new media: A discussion on locating mobile media”</li> <li>• Ricardo - “Engagement as post-literary mechanism: historical, exposition, communication”</li> <li>• Kember &amp; Zylinska - “Sustainability, self-preservation, and self-mediation”</li> </ul>
Week 4	How do Digital Economics Work?	<ul style="list-style-type: none"> <li>• Dovey &amp; Lister - “Networks, Users and Economics”</li> <li>• Jenkins &amp; Ford - “Why Media Spreads”</li> <li>• Jenkins &amp; Ford - “Courting supporters for independent media”</li> <li>• Marx - “The labour process and alienation in machinery and science”</li> <li>• Terranova - “Free Labour”</li> </ul>
Week 5	What is the Impact of Social Media? How does Social Media Work?	<ul style="list-style-type: none"> <li>• Kember &amp; Zylinska - “Face-to-Facebook, or the ethics of mediation: From media ethics to an ethics of mediation”</li> <li>• Jenkins &amp; Ford - “The value of media engagement”</li> <li>• Jenkins &amp; Ford - “What constitutes meaningful participation?”</li> <li>• Baudrillard - “The vanishing point of communication”</li> </ul>
Week 6	What is the Impact of Other Digital Media Forms (video games, digital distribution of music/TV/film, mobile technologies/Apps and texting etc.).	<ul style="list-style-type: none"> <li>• Manovich - “The Interface”</li> <li>• Manovich - “The Operations”</li> <li>• Ricardo - “Transmodal engagement – Multiple media in singular works”</li> </ul>
Week 7	Digital Practices 1: Overview of Basic Digital Design Skills.	<ul style="list-style-type: none"> <li>• Kember &amp; Zylinska - “Remediating creativity: Performance, invention, critique”</li> <li>• Jenkins &amp; Ford - “Designing for spreadability”</li> <li>• View: Linked Lynda tutorials on digital design basics</li> </ul>
Week 8	Digital Practices 2: How to Create an Effective PowerPoint Presentation.	<ul style="list-style-type: none"> <li>• Lovnick - “Updating tactical media”</li> <li>• Kember &amp; Zylinska - “Mediation and the vitality of media”</li> <li>• View: Linked Lynda tutorials on PowerPoint basics</li> </ul>
Week 9	Digital Practices 3: Smartphone Photography Skills.	<ul style="list-style-type: none"> <li>• Dovey &amp; Lister - “New Media and Visual Culture”</li> <li>• Lister - “Photography in the age of electronic imaging”</li> <li>• Wolley - “Virtuality”</li> <li>• View: Linked Lynda tutorials on digital photography basics</li> </ul>

Week 10	Digital Practices 4: Field Photography and Interviewing Skills.	<ul style="list-style-type: none"> <li>• Kember &amp; Zylinska - "Cut! The imperative of photographic mediation"</li> <li>• View: Linked Lynda tutorials on on-camera interviewing</li> </ul>
Week 11	Digital Practices 5: Smartphone Digital Video Skills.	<ul style="list-style-type: none"> <li>• Katz - "Listening in cyberspace"</li> <li>• Kember &amp; Zylinska - "I don't go to the movies"</li> <li>• Sudnow - "'Eyeball' from pilgrim in the microworld: eye, mind, and the essence of video skill"</li> <li>• View: Linked Lynda tutorials on basic digital video composition</li> </ul>
Week 12	Digital Practices 6: Conceptualize and Construct a video PSA/Commercial.	<ul style="list-style-type: none"> <li>• Jenkins &amp; Ford - "Reappraising the residual"</li> <li>• Hefland - "New media, new narrative"</li> <li>• View: Linked Lynda tutorials on basic digital video editing</li> </ul>
Week 13	Digital Practices 7: Media Criticism and Culture Jamming. Construct an Original Culture Jam (photo, video, audio or traditional cut and paste).	<ul style="list-style-type: none"> <li>• Haraway - "Cyborgs, coyotes, and dogs: A kinship of feminist figurations"</li> <li>• Lasn - "Introduction: Culture jamming"</li> <li>• Lasn - "Mood disorders / ecology of the mind / media virus"</li> <li>• Lasn - "The second American Revolution – An assertiveness training workshop for culture jammers"</li> </ul>
Week 14	Digital Practices 8: Overview of Blogging/Basic Web Design and Wordpress.	<ul style="list-style-type: none"> <li>• Holtz &amp; Demopopulous - "Business blogging"</li> <li>• Weil - "Corporate blogging"</li> <li>• View: Linked Lynda tutorials on basic blog formatting and web layout</li> </ul>
Week 15	Digital Practices 9: Constructing a Digital Portfolio via Wordpress.	<ul style="list-style-type: none"> <li>• Schley &amp; Nichols - "Branding"</li> <li>• View: Linked Lynda tutorials on digital portfolio selection and layout</li> </ul>
Week 16	Final Portfolio/Project and Presentation Due.	

## 6. Assignments

Short Papers/Reflections (Two Four Page Papers): **20%**

Discussion Posts (New *and* Response Post): **20%**

PowerPoint Presentation (with Audio Commentary): **10%**

Digital Field Photography Assignment: **10%**

Digital Video PSA/Commercial: **15%**

Culture Jam Assignment: **10%**

Final Wordpress Portfolio and Presentation: **15%**

## 7. Grading Scale

A = 100-90%

B = 89.9-80%

C = 79.9-70%

D = 69.9-60%

F = Below 60%

## 8. Learner Objectives, Assignments, and Evaluations

	<b>Short Papers/R eflections (20%)</b>	<b>Discussio n Posts (20%)</b>	<b>PowerPo int Presenta tion (10%)</b>	<b>Digital Photograp hy (10%)</b>	<b>PSA/Co mmercia l (15%)</b>	<b>Cultur e Jam (10 %)</b>	<b>Final Wordpres s and Presentati on (15%)</b>
Demonstrate comprehension and knowledge of digital media culture (Depth of content knowledge, critical thinking and problem solving skills, effective oral and written communication skills).	X	X	X	X	X	X	X
Critique digital media culture (Depth of content knowledge, critical thinking and problem solving skills, effective oral and written communication skills).	X	X	X			X	X
Understand the basics of digital media aesthetics (Depth of content knowledge, critical thinking and problem solving skills, Advanced scholarship through research/creative activity).			X	X	X	X	X
Actively apply and create digital media (Critical thinking and problem solving skills, effective oral and written communication skills, advanced scholarship through research/creative activity).			X	X	X	X	X

**Date approved by the department or school: November 13, 2017**

**Date approved by the college curriculum committee: 11/29/2017**

**Date approved by the Honors Council (*if this is an honors course*):**

**Date approved by CAA: CGS: 01/16/2018**