Course Revision
SPC 3750, Computer Mediated Communication I

1. Catalog Description
   a. SPC 3750
   b. Computer Mediated Communication I
   c. 3-0-3
   d. Terms to be offered: On demand
   e. Short Title: CMC I
   f. Course Description: This course explores the role of message construction and delivery strategies in effective communication in technological environments
   g. Prerequisite: SPC 2030.

2. Objectives and evaluation of the course
   a. Course objectives: At the end of the semester students will have
      o an understanding of developing communication technologies and their role in organizations and society.
      o an appreciation of the design of complex web sites and other multimedia applications.
      o a sense of developing technologies and their impact on the individual and society.
      o a working knowledge of the vocabulary associated with new technologies.
      o an understanding of the issues associated with determining appropriate communication strategies and the complexity of designing messages in a technological environment.
   b. This is not a general education course.
   c. Methods of assessment: This course will take a project orientation. This means that most learning will be through projects where issues from readings and class discussion can be applied.
      o Web Project: This project is the primary focus for the course. The project will provide students with experience making decisions on appropriate strategies and constructing messages to accomplish communication goals. Students will be required to work through the process from beginning to the end.
      o Exam: Students will be tested on the material presented in the first part of the course. The second part of the course involves application of content.
      o Self-Assessment: Students will keep a journal of relevant experiences over the length of the course. These texts will become the basis for a self-analysis paper evaluating the individual changes in approach and understanding of communication technology and message construction as they change over the semester.
      o Participation: Students will be evaluated on their contributions to class discussion.
   d. This course is not numbered 4750 – 4999.
   e. The course is technology enhanced.
Outline of the Course  (This course will meet in 15 weeks of two 75-minute classes per week.)

Week 1: Course Orientation and History of the Internet

Week 2: Communication networks and servers
How communication networks and servers influence the nature and structure of mediated communication

Weeks 3 and 4: Message Construction
The relationships among the message, channel and audience. Focus is on audience analysis, communication goals, persuasive and informational strategies and design

Week 5: Cultural Issues and Communication Design
The differences in web design and message construction across cultural contexts

Week 6: Design Models and Structural Issues
Exploration of different models of web design and issues that influence that design. Discussion includes portals, front doors, minimal versus extensive structures.

Weeks 7 and 8: Artwork and Design
Developing a basic understanding of HTML and the role of images and text in effective message construction.

Weeks 9 and 10: Structure
Explores the issues, problems, and strategies of working in a technological environment.

Week 11 to 13 Interactivity
Learning the importance and basics of incorporating scripting and animation in the creation of effective messages.

Weeks 14 and 15: Project Presentations

Rationale
a) Purpose and need
This course is an important addition to the curriculum in the Department of Speech Communication. While the growth of the Internet has an impact in many disciplines, it has a unique impact on communication. First and foremost, the Internet is a communication medium and is a nexus for the divergent areas within the communication discipline. A few examples demonstrate the point. In organizational communication scholars are interested in the use of the medium to communicate messages and to facilitate communication within the organization. Broadcasters increasingly use the Internet as a companion medium to traditional channels. Rhetoric centers on the strategic use of the Internet in persuasive campaigns and social movements. Interpersonal communication focuses on the development of relationships and communication structures on-line. Intercultural communication centers on the development of online communities and the development and elimination of barriers to communication through the Internet. The focus of the course is to create communication professionals equipped to function in today’s high-tech environments. Students need to be informed on the basic understanding of the theory, technology, skills, and processes in order to effectively function in any work environment.
b) Justification of course level and prerequisites
SPC 2030 is an existing course required of all majors and focuses on two things, introducing students to message construction and selection of appropriate media to communicate messages. SPC 3750 introduces students to the theory, technology, strategies and message construction processes required to become professionals in today’s complex organizational and social environments.

c) Similarity to existing courses
There are numerous departments that have web design and multimedia classes. No department can really claim ownership of the Internet or Internet technology. Each department has a legitimate claim to teach courses that explore the relationship between its disciplinary focus and the Internet. A department needs to identify what it uniquely can provide to a student as it relates to the Internet and multimedia technology. Communication brings to bear the relationships among message construction, the medium, and the audience.

d) Impact on program
This course serves as an elective in the Speech Communication major and minor.

5. Implementation
a) Drs. Marshall, Borzi and Perkins are qualified to teach this course.
b) There are no additional costs to students. The department’s laboratory has all required hardware and software to teach this course.
c) Texts and supplementary materials
d) First offered Fall 2002

6. Community College Transfer
A community college course will not be judged equivalent to a 3000 or 4000 level course, but may be accepted as a substitute. Upper-division credit will not be awarded.

7. Date approved by the Department: April 8, 2002

8. Date approved by the College of Arts and Humanities Curriculum Committee:
   May 8, 2002

9. Date Approved by CAA: ____________________