New Course
CMN 3752, Computer Mediated Communication II

1. Catalog Description
a) CMN 3752
b) Computer Mediated Communication II
c) 3-0-3
d) Terms to be Offered: On demand
e) Short Title: CMC II
f) Course Description: This course explores the role that communication systems, structures, and applications have in the delivery of effective mediated messages
g) Prerequisites: CMN 2030 and CMN 3750

2. Objectives and evaluation of the course
a) Course objectives:
   o develop a working knowledge of the design and implementation of communication systems, structures, and applications
   o develop a working knowledge of the background operations of communication services and their influence on message construction and delivery
   o understand how server-side applications influence and aid in the effective development and delivery of communication messages
b) This is not a general education course.
c) Methods of assessment:
   o Technology Project: This project is the primary focus for the course. The project will provide students with the experience of working with communication systems, structures, and applications to create effective mediated messages. The project will include: determining an appropriate structure, putting the idea into an appropriate proposal and delivering the proposal, executing the project, providing a demonstration of the final product and submitting appropriate documentation.
   o Technology Report: Students will be assigned a technology topic and will be expected to prepare a briefing paper on the topic. The briefing reports will be presented to the class and be compiled into a reference manual.
   o Self-Assessment: Students will keep a journal of course-related 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 over the course of the semester.
   
d) This course is not numbered 4750 – 4999.
e) The course is technology enhanced.
3. Course Outline (This course will meet in 15 weeks of two 75-minute classes per week)
   Week 1: Course Orientation and Introduction
   Network protocols and system construction
   This section reviews the basic construction of the Internet, how it works, and the protocols and standards of the net.
   Weeks 2 and 3: Servers
   This section explores the different meanings of servers (servers as hardware and servers as software) and explores the basic types of servers needed to make the Internet work.
   Week 4 to 6: Communication Networks
   This section explores the different structures of communication networks and how they shape communication between members of the network.
   Weeks 6 to 11: Backside applications and their influence on message design and delivery.
   This section of the course focuses on the use of databases and other applications and systems that have an impact on the nature and delivery of mediated messages.
   Week 12: Digital Video for the Web
   Week 13: Video-conferencing
   Weeks 14 and 15: Student Presentations

4. Rationale
   a) Purpose and need
   This course is an important addition to the curriculum in the Department of Communication Studies. 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. The Internet 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 is centered on the strategic use of the Internet in persuasive campaigns and social movements. Interpersonal communication focuses on the development of relationships and communication structures online. 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.
   b) Justification of course level and prerequisites
   CMN 2030 is an existing course required of all majors and focuses introducing students to message construction and selection of appropriate media to communicate messages. CMN 3750 introduces students to various practical issues, technology, and design processes of mediated message construction. This
course assists students in understanding the role that communication systems, structures, and applications have in understanding the processes, techniques, and practices of creating and disseminating mediated messages.

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 relationship between message construction, the medium, and the audience.

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

5. Implementation
   a) Drs. Marshall and Borzi are qualified to teach this course.
   b) There are no additional costs to students. The department laboratory has all required hardware and software to teach this course.
   c) Texts and supplementary materials
   d) First offered Spring 2003

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: September 12, 2002