New Course
CMN 4850A, Topics in Computer Mediated Communication I
CMN 4850B, Topics in Computer Mediated Communication II

1. Catalog Description
   a) CMN 4850A, B
   b) Topics in Communication Technology I, II
   c) 3-0-3
   d) Terms Offered: On demand
   e) Short Title: Topics Comm Tech
   f) Catalog Description: A detailed examination of specific theories and practices related to communication technology. Specific topics will vary according to student demand, availability, and interest of faculty. May be repeated with a change in course content.
   g) Prerequisites: Completion of CMN 2010, 2040, 3000, 3030 with a grade of “C” or better, and CMN 3030, 3750 and 3752 or permission of instructor.

2. Course Objectives
   a) Course objectives: After completing this course, students will have
      1. an understanding of the dynamic and evolving nature of communication technologies.
      2. a detailed understanding of specific technologies, theories, and contexts.
      3. a criteria for evaluation of new communication technologies
   b) This is not a general education course.
   c) Methods of Assessment:
      Students will be assessed utilizing formats most appropriate for the course. Theory and critical classes will use exams and critical papers and technical classes will use projects and various assessment papers.
   d) Since this course is numbered between 4750 and 4999, it is open to graduate students. Graduate students will be held to a higher standard. Graduate student papers will be evaluated on a different standard, requiring greater depth and levels of analysis. Graduate student projects will be more complex and detailed.
   e) This course is not Writing Intensive.

3. Outline of the Course
   Specific course title, course outline and content will change with topic and instructor. See attached sample.

4. Rationale
   a) Purpose and need: This course is an important addition to the curriculum in the Department of 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. 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. Public relations centers on communication with and among various publics. Broadcasters are increasingly using the Internet as a companion medium to their traditional channels. Rhetoric centers on the strategic use of the Internet in persuasive campaigns and social movements. Interpersonal communication centers 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 who are equipped to function in today’s high-tech environments. The department feels that professionals need theoretical and practical knowledge. Students need to have a basic understanding of Computer Mediated Communication theory, technology, skills, and processes in order to effectively function in a work environment.

b) Justification of course level and prerequisites: The department is proposing a sequence of courses. CMN 3030 is required of all majors and focuses on two things. First, the course introduces students to message construction and selection of appropriate media to communicate messages. Second, it focuses on the development of the messages and the necessary teamwork to function in today’s organizations.

CMN 3750 and CMN 3752 introduce students to various practical issues, technology and design processes. These two courses are prerequisites for this one. CMN 4850 will provide students with a capstone experience. This course is a rotating topics course that will address theoretical and practical issues. The reason for a topics course is that communication technology and practices are changing so quickly that the use of a topics course would allow delivery of ongoing current issues and theory rather than being hampered by specific content requirements. Students need to have an understanding of the processes, techniques, practices, and basic theory in order to explore the more complex concepts and practices addressed in this course.

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 will be an elective for Communication majors.

5. Implementation
a) Drs. Borzi, Marshall, Miller, Bock, and Perkins are qualified to teach this course
b) There is no additional cost to students
c) Texts and readings as assigned by the faculty member

d) First offered Spring 2003

6. Community College Transfer
   A community college course will not be judged as equivalent to this course.

7. Date approved by the Department: April 12, 2002

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

9. Date approved by CGS: October 1, 2002

10. Date approved by CAA: September 12, 2002