

COMM 3640: Writing for New Media (Online)

Course Syllabus

Spring 2013

Instructor:

Heather Stone, heather@askthestones.com. Office Hours: Thursdays 12:30pm-2:30pm and by appointment, WEB 1813. I will respond to email sent through Canvas or directly to the address above on a daily basis Monday-Friday, and occasionally on weekends.

Course Description:

This course is a broad overview of writing in the context of new media. This includes writing for entertainment, informational, educational and interpersonal purposes. Among the media we will explore are websites, documentaries, blogs and personal media devices. As a class, we will discuss and evaluate new media writing, as well as create original content. This course will also deal with social issues that arise out of new media technologies, such as online privacy, free speech, intellectual property, and the digital divide.

Prerequisites:

- Completion of Writing 2010: Intermediate Writing
- Basic computer proficiency
- Internet and Canvas access (course will be conducted entirely online)

Course Goals:

- Students will develop greater media literacy.
- Students will become more proficient at creating new media formats.
- Students will gain familiarity with social issues relevant to new media technologies.
- Students will demonstrate writing proficiency in new media environments.

Required Texts:

All readings will be posted on Canvas. No additional textbook is required.

Grading:

All assignments must be submitted through Canvas by 11:59 PM on the due date, unless otherwise noted. Assignments turned in after that time will receive a full letter-grade deduction. Assignments submitted more than one week late will not be accepted.

100-94 = A	89-87 = B+	79-77 = C+	69-67 = D+	59-0 = E
93-90 = A-	86-84 = B	76-74 = C	66-64 = D	
	83-80 = B-	73-70 = C-	63-60 = D-	

Requirements:

Online discussions = 30 %

Contribute to online conversations based on readings and topics assigned for the week. For each online discussion, you will be expected to submit both an original post related to the topic and two responses to posts by classmates. You cannot earn full points on a discussion topic unless you submit both the post and the two responses. Your posts and responses will not be graded for content. However, you can lose points for incomplete sentences, poor grammar, and sloppy punctuation. Your posts must include at least two paragraphs, and your responses must include at least one paragraph. Missed discussions MAY NOT be turned in late, as the value of the discussion is the interaction between students.

Assignments = 40%

Includes all assignments as shown in the Canvas modules, except the online discussions, the midterm quiz, and the final project. Detail about each assignment is available in the Canvas modules.

Midterm Quiz = 10%

This quiz will review the material presented in the first portion of the class. The quiz will be administered online through Canvas.

Final Project = 20%

Students will create a larger-scale new media project, such as a blog or website. This project will utilize the multimedia aspects of new media by including major elements from different media formats (blog entries, magazine-style articles, audio, video, etc.). These elements should be used together in an effective manner, based on the principles learned throughout the course. More details will be available in Canvas.

Plagiarism and Intellectual Property:

All work submitted in this class is expected to be the student's original work, including artwork, music and photographs. Plagiarism and other forms of academic misconduct will not be tolerated. This includes attempting to pass off another's work (including other students') as your own. Students found plagiarizing will receive a zero on the assignment in question and may be dismissed from the class or the university in accordance with the [Student Code](#). In cases where outside content is appropriate for the rhetorical goals of the project, all non-original work must be properly attributed (consult with the instructor if you have questions). Failure to provide proper attribution could result in loss of points or in charges of plagiarism. Student work is expected to meet professional standards so their work can be valuable outside of the classroom. Original work produced in this class is copyrighted by the student. Continued attendance to this course constitutes permission for your work to be used by the instructor as examples in courses, public lectures, academic publications, and other not-for-profit, fair-use practices.

Professional Conduct:

Students in the class are expected to conduct themselves in a professional manner and treat other students and teachers with respect. As this is a production-oriented class, students may be called upon to provide feedback and constructive criticism for classmates' work. Personal attacks and other unprofessional behavior will not be tolerated. In an online environment, all participants must take special care to ensure their remarks cannot be misinterpreted in an offensive way. Racist, sexist, vulgar, and rude comments will not be tolerated in the virtual classroom, including in discussion forums. Do not use ALL CAPS when communicating online.

Classroom Accommodations and Guidelines:

ADA: The University of Utah seeks to provide equal access to its programs, services and activities for people with disabilities. If you will need accommodations in the class, reasonable prior notice needs to be given to the Center for Disability Services, 162 Olpin Union Building, 581-5020(V/TDD). CDS will work with you and the instructor to make arrangements for accommodations. All written information in this course can be made available in alternative format with prior notification to the Center for Disability Services.

Attendance Accommodations: For an online class, you are expected to login multiple times each week to read the available materials, participate in discussions, and submit assignments. You can do this from any location and there is no physical classroom for you to attend. Failure to login during a week will result in loss of points because you will be unable to submit work and participate. In accordance with the Attendance Policy of the [Student Code](#), students who will be absent from a specific class to participate in a University sanctioned activity (intercollegiate athletics, band, student government, etc.), religious observances, or other *pre-approved* obligations will be permitted to make up their work. For an online class, this is interpreted as being unable to login and complete that week's work before the deadlines. You should inform me of any need for a scheduling accommodation before the end of the second week of classes.

Content Accommodations: Content accommodations are not offered in this class. If you have a concern about course content, materials, or activity outside of class, please contact me by e-mail as soon as the concern arises.

Registrar's Message:

The Registrar cautions you that withdrawing from a course and other matters of registration are solely the student's responsibility. The last day to drop is *Wednesday, January 16, 2013*. The last day to withdraw is *Friday, March 1, 2013*.

Schedule:

The following is a tentative schedule for the semester. All dates are subject to change. Any changes will be posted in Canvas.

Week 1: History of New Media

Week 2: Print vs. Internet

Week 3: Maps and Statistics

Week 4: Language and Etiquette in Cyberspace

Week 5: Digital Literacy

Week 6: Twitter and Microblogging

Week 7: Blogs vs. Websites

Week 8: Final Project Discussion

Week 9: Interactivity and Videogames

Spring Break

Week 10: Midterm Review and Exam

Week 11: Intellectual Property and the Digital Divide

Week 12: Online Privacy

Week 13: Wikis

Week 14: Visual Storytelling

January 21 and February 18 are official school holidays, meaning that no assignments will be due in this online course on those days and you will not be required to login. However, Canvas will remain accessible, and you are welcome to interact with the course material as normal on those days. Canvas will also remain accessible during Spring Break (March 10-17), although no participation will be required from you during that week.

This course requires a final project. However, no final exam is required.