

NEW MEDIA APPLICATIONS (SPCM-530)

Fall 2008

Instructor: Tatyana Dumova, Ph.D.
Course: # 15842; Monday 5:30-8:00 P.M.; Life Hall 051
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Course Overview

This course will explore the origin, structure, purposes, and functions of a broad spectrum of digital media technologies with an emphasis on social media applications such as blogs, RSS feeds, podcasts, wikis, photo and video sharing, online social networks, and social bookmarking tools. Over the past decade, social media have witnessed a remarkable growth, penetrating many areas of people's lives from personal to public. These developments have significant implications for the way people interact, acquire information, entertain, and learn. The course is designed for students who wish to attain a more comprehensive understanding of new and emerging media technologies and their applications.

Learning Outcomes

- 1) Examine various theoretical perspectives on the latest developments in digital communication and information technologies;
- 2) Explore the roles and potentials of established and emerging web-based media applications;
- 3) Conduct a new media research project.

Textbooks

Required:

Burnett, R., & Marshall, D. (2003). *Web theory: An introduction*. New York: Routledge.

Additional readings will be assigned as needed and distributed through the Blackboard Learning System.

Recommended:

Breakenridge, D. (2008). *PR 2.0: New media, new tools, new audiences*. Upper Saddle River, NJ: Pearson Education.

Chun, W. H. K., & Keenan, T. (2005). *New media, old media: A history and theory reader*. New York: Routledge.

Lister, M., Dovey, J., Giddings, S., Grant, I., & Kelly, K. (2008). *New media: A critical introduction*. New York: Routledge.

Vossen, G., & Hagemann, S. (2007). *Unleashing Web 2.0: From concepts to creativity*. Boston, MA: Elsevier.

Methods of Instruction

Methods of instruction include but are not limited to lecture, class discussion, individual and group assignments, as well as the use of instructional technologies.

Methods of Evaluation

New Media Theory Presentation (small group project)	15%
New Media Case Study (presentation and annotated bibliography)	15%
Research Project (topic proposal, paper, and research presentation)	50%
Class Participation	<u>20%</u>
Total:	100%

Expectations and Policies

Grading Policy:

A: 94-100%; A-: 90-93.9%; B+: 87-89.9%; B: 83-86.9%; B-: 80-82.9%;
C+: 77-79.9%; C: 73-76.9%; C-: 70-72.9%; D+: 67-69.9%; D: 63-66.9%; D-: 60-62.9%

Academic Integrity: All students are subject to the code of student conduct, including but not limited to, issues of Academic Honesty and Integrity. If you have any questions about Montclair State University's policy on academic integrity, please contact the Coordinator of Student Conduct at 973-655-4206.

Deadlines: All work must be submitted on time. In-class assignments are due at the end of each class period. For each day a project is late 2% of the grade will be deducted.

Backup Storage: Students are responsible for keeping backups of their work.

Disability Accommodations: Montclair State University is committed to the full inclusion of students with disabilities in all curricular and co-curricular activities as mandated by Section 504 of the Rehabilitation Act of 1973. If you have a disability, please make an appointment to see the instructor. All students will be accommodated to meet their needs.

Department of Communication Studies Attendance Policy:

It is important to understand that you are in charge of your own learning and you share responsibility for your academic achievement and the successful completion of your course. Given the student-driven and collaborative nature of Communication Studies classrooms and the general necessity of in-class presence for effective learning, the Department of Communication Studies maintains a formal attendance policy, which is applied equally by all professors.

Permitted Number of Absences

Students are allowed to miss one week's worth of classes without penalty: two sessions in a twice-a-week course and one session in a once-a-week course. Each absence beyond the permitted number incurs a grade penalty (unless it falls in the "excused absences category" and proper documentation is provided).

Penalties in twice-a-week courses

A third absence results in a 5% grade deduction. A fourth absence results in a 10% grade deduction. A fifth absence results in automatic course failure.

Penalties in once-a-week courses

A second full absence results in a 10% course grade deduction. A third absence results in automatic course failure.

Late arrivals

Timely arrival at class meetings and appointments is consistent with the workplace expectations that characterize virtually all professions. The Department considers student compliance with this requirement as an indicator of professional commitment and future success. Be aware that three late arrivals to class equal one absence, so timely arrival is very important.

Excused Absences

It is important to reserve the pre-penalty absences for true emergencies should they arise. In cases when true and unavoidable emergencies prevent attendance, such absences may be excused by the instructor. Such excused absences (when properly documented) will not incur grade penalties. They include: a.

extended illness; b. death in a student's immediate family; c. call to active military or jury duty; d. away or rescheduled athletic events; e. religious holidays.

In such cases, students should be proactive and inform the course instructor as soon as possible. Students should also make appropriate arrangements to submit late required work within a reasonable timeframe determined by the instructor, secure an incomplete grade if the majority of course assignments have been completed (at least 80% of coursework), or withdraw from the course.

Unexcused Absences

The following occurrences do not constitute valid excused absences: Late registration; common illness such as cold or flu; scheduled court appearance; traffic or parking problems; car trouble; participation in home games or athletic training; job interviews; doctor's appointment; family events and celebrations; vacations.

Extreme Life Circumstances

In cases of extreme life circumstances, the Department of Communication Studies recommends students withdraw from courses so that they may focus their immediate attention on their personal well-being. Doing so will ensure that coursework is conducted at a time when full attention may be devoted to the learning experience.

Course Schedule

Date	Course Topic	Assignment
Sept 8	Welcome and Course Overview	
Sept 15	New Media, Convergence, and Social Interaction Technologies	Ch. 1; Convergence Culture (Jenkins); What is Web 2.0 (O'Reilly)
Sept 22	Theoretical Perspectives on New Media	Ch. 2-3. Research Project Topic due
Sept 29	Theoretical Perspectives on New Media	Ch. 4-5. Abstract due
Oct 6	New Media Economics, Cultural Policy, Regulation, and Copyright	Ch. 6-7. Literature Map due
Oct 13	New Media in Applied Contexts: Informational News, Entertainment, and Everyday Life	Ch. 8-9. Research Bibliography due
Oct 20	Defense of Topic Proposals	Defense of Topic Proposals
Oct 27	New Media Research Case Studies: Blogging	Research Paper Outline due
Nov 3	Case Studies: Wiki Collaboration	Review of the Literature due
Nov 10	Case Studies: Tagging and Folksonomies	Work on Research Projects
Nov 17	Case Studies: Social Networks	Work on Research Projects
Nov 24	Case Studies: Photo and Video Sharing	Research Paper First Draft due
Dec 1	New Media Research Critique	Peer Review and Research Critique
Dec 8	New Media Research Presentations	Research Presentations
Dec 12	Final Exam Time: 5:30-7:30 P.M.	Research Presentations Final Paper due

Note: This course schedule is subject to change.