



**LOYOLA**  
UNIVERSITY CHICAGO

School of Communication  
COMM 200  
Communication & New Media  
Spring 2020  
Course Meets Online

*Preparing people to lead extraordinary lives*

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Office: CLC 620 (inside Lewis Library)

Office Hours: By Appointment Only – Online Appointments Available

**Course Description:** This course explores the ways technology affects personal, cultural and mass communication through examining the historical, societal and ethical implications of newer and interactive forms of media.

**Course Outcomes:** Students use audio, video and digital tools to research and produce essays, projects and presentations that analyze the impact of technology on communication.

By the end of this course, students will be able to:

- Develop skills, competencies, and points of view needed by professionals working in online communication.
- Explain and critique how we, individually and as a society, are shaping and are shaped by digital communication technology.
- Develop a strong understanding of what’s “new” about “new media”
- Learn how to identify effective and ineffective digital content
- Learn about a variety of careers in digital communication

**Course Design:** The course will utilize lectures, guest speakers, readings, projects, and discussions. While online study is self-driven, the variety and combination of course components are devised to motivate students to engage in active learning. Students are expected to participate in discussions. An important aspect of this course is the inquiry-based learning model. Every person in this class has something to teach you – you are expected to participate fully in all group work and “in-class” activities in the online environment.

**Assigned Readings:** Throughout the semester other readings will be assigned. Every text will be available online through the library, the open web, or put on reserve at the Lewis Library. You are more than welcome to purchase or rent any of the readings, but all readings will be available for shared use through the library or online.

### Grade Components:

Category	Percent Value	Total Points	Comments
Quizzes	25%	Scale of 10 each week	Take the quiz on the course readings (and occasionally the lectures). These will not be “scavenger hunt” style questions – they will require critical thinking and applications of the materials. The quizzes for each week will be posted in Sakai and it is advised that you download them and use them as a “reading guide” when completing the weekly reading assignments.
Participation	20%	Scale of 5 each week	This class heavily relies on class participation. Each class is worth a total of 5 participation points. You can earn full credit by: <ul style="list-style-type: none"> <li>• Participating in weekly discussion posts and meeting all criteria as described in each activity</li> <li>• Commenting on at least one classmate’s post each week</li> <li>• Submitting any weekly homework assignments</li> <li>• Watching the weekly videos</li> <li>• Completing weekly quizzes</li> </ul>
Paper 1	15%	25 points	You will write a paper about the history of media and its role in either a.) your aspirational profession and/or major or b.) a social or economic construct (i.e. feminism, race and society, neo-liberalism, etc.) Full details are available on Sakai.
Paper 2	15%	25 points	You will write a paper about ethics & media and its impacts in either a.) your aspirational profession and/or major or b.) a social or economic construct (i.e. feminism, race and society, neo-liberalism, etc.) Full details are available on Sakai.
Final Paper	25%	100 points	You will write a paper on one of our macro-theories from this course and its impact on either a.) your aspirational profession and/or major or b.) a social or economic construct (i.e. feminism, race and society, neo-liberalism, etc.). More information is available on Sakai.
Extra Credit	0%	6 points	There will be a minimum of 2 extra credit opportunities throughout the semester. You can earn up to three points onto your lowest quiz scores by completing the extra credit assignments. Quiz scores cannot exceed 10 points.

## Course Policies

**Attendance & Participation** – Regular attendance is essential for the educational process to work. Loyola University Chicago expects all students to attend every scheduled class on time. Exceptions may be made for illness or valid emergency situations; documentation of such instances must be provided for an excused absence. Any unexcused late arrivals and absences will result in a lower participation grade. Full participation points will not be awarded simply because you made an entry in our weekly discussion boards. You must make thoughtful entries that meet all requirements of the instructions, comment on a classmate's post, and contribute to the overall learning environment. Attendance is determined by on-time submission of all activities, as well as analytics from our video platform to prove you have watched the course videos. Since participation in weekly activities counts towards your attendance score, late work equates to an absence in our class. **Therefore, any late work submissions or missed participation points will be entered as a zero in the grade book.**

**Meeting Deadlines** – Deadlines for all projects are firm. There are no exceptions to this rule. All assignments must be submitted through Sakai in the required format. No email submissions will be accepted. You may not submit documents as Google Docs or OneDrive files – PDF or .doc files are the only acceptable submission formats (unless otherwise designated on the assignment).

**Special Needs** – Please give me written notice in the first week of class about any medical or other conditions that may interfere with your individual performance. Documentation may be required. Information about Student Accessibility Center (SAC) can be found at <https://www.luc.edu/sac/>

**Wellness Center & Handling Crisis** – Students are urged to contact the Wellness Center for any physical or mental health issues. Visit <http://www.luc.edu/wellness/> if you have issues or concerns about you or someone you know. Should you encounter an unexpected crisis during the semester (e.g., securing food or housing, addressing mental health concerns, managing a financial crisis, and/or dealing with a family emergency, etc.), I strongly encourage you to contact the Office of the Dean of Students by submitting a CARE referral (LUC.edu/csaa) for yourself or a peer in need of support. If you are uncomfortable doing so on your own, please know that I can submit a referral on your behalf – please email me or schedule a meeting with me during office hours. To learn more about the Office of the Dean of Students, please find their websites at LUC.edu/dos or LUC.edu/csaa. Or you may contact them directly at 773-508-8840 and at deanofstudents@luc.edu.

**Spelling & Grammar** – All assignments must be typed (unless otherwise directed) and free of spelling and grammatical errors. Allow time for proofreading, editing, and revision. As a student in communication, you have a responsibility to pay close attention to details and if your work contains blatant errors, expect a grade deduction.

**Plagiarism and Academic Integrity** – Any use in whole or in part of another person's work or ideas constitutes plagiarism and will result in an automatic failure in this course. Details of the

SOC policy on this issue will be given to students and they are expected to understand and follow the policy. Students should always ask questions if they are not sure about the policy rather than risking a failing grade. The policy can be found at:

<https://www.luc.edu/soc/academicintegrity/> . Remember, integrity is one of the most important traits for success. You control your own honor and integrity.

### Performance Evaluation and Grading

In addition to project specifics, evaluation of assignments will use this rubric to ensure clear/consistent grading.

Grade	Description
<b>A range</b>	Excellent analysis that critically examines topic; digs deep beneath the surface. Creative and innovative approach to the problem/question being considered. Outstanding content, clarity of writing and organization of research material. Sophisticated, appropriate use of language. Thorough research and documentation of ideas, arguments, and comments. Free of mistakes: no typos; no misspellings; no punctuation or grammatical glitches; no errors of fact. All the necessary details, documentation, quotes, citations, and specifics are there.
<b>B range</b>	Very good attempt to link analysis to class themes, but more connections could be made. Very good to excellent; above average work and research. Some improvement needed in content, clarity, organization, or documentation. Occasional typos or other glitches say more about the lack of close proofreading than failure to master the mechanics of spelling, punctuation, and grammar. More details, quotes, citations, or examples needed. Errors of fact (incorrect spelling of a title, reference name, source, or date, etc.) show inattention to detail/accuracy although content is above average.
<b>C range</b>	Average analysis that lacks clear connections to class themes. Average, acceptable writing and research that meets basic expectations. Needs much work on content, clarity, organization, and documentation. Although basic facts most likely are there, lacks elaborating and supporting documentation or quotes. Errors indicate need for improvement in grammar, punctuation, spelling, and word usage: material was not proofread carefully. Errors of fact (incorrect spelling of a title, reference name, wrong source, date or page number, etc.) show inattention to detail and accuracy.
<b>D range</b>	Weak, unfocused work. Organization is below average, with numerous grammar, punctuation, and spelling errors. Documentation and details are scanty or superfluous, with errors of fact. Paper may reflect a lack of understanding of the assignment or a lack of research effort.

## Grading Scale

(The grading policy is subject to change but it will be based on these guidelines.)

100-93% = A	87-83% = B	77-73% = C	67-63% = D
92-90% = A-	82-80% = B-	72-70% = C-	62-60% = D-
89-88% = B+	79-78% = C+	69-68% = D+	59% $\geq$ = F

### Tentative Schedule:

Week	Date	Topic	Homework Due Before Next Class
1	Jan 13-Jan 19	<ul style="list-style-type: none"> <li>• Introduction to class</li> <li>• Internet &amp; Web History</li> <li>• Theories and Definitions of New Media</li> </ul>	Participate in Group Discussions Read: History of the Internet and the Digital Future Chapters 3, 4, & 8 <a href="https://ebookcentral-proquest-com.flagship.luc.edu/lib/luc/reader.action?docID=618772&amp;ppg=33">https://ebookcentral-proquest-com.flagship.luc.edu/lib/luc/reader.action?docID=618772&amp;ppg=33</a> Complete Quiz 1
2	Jan 20 – Jan 26	Networked Culture <ul style="list-style-type: none"> <li>• Networked Systems</li> <li>• IT Vocabulary</li> </ul>	Watch Lecture Take Quiz #2 Participate in Group Discussions Read: History of the Internet and the Digital Future Chapter 10: <a href="https://ebookcentral-proquest-com.flagship.luc.edu/lib/luc/reader.action?docID=618772&amp;ppg=33">https://ebookcentral-proquest-com.flagship.luc.edu/lib/luc/reader.action?docID=618772&amp;ppg=33</a>
3	Jan 27- Feb 2	Networked Culture <ul style="list-style-type: none"> <li>• New Media &amp; Personal Consumption</li> <li>• Introduction to Media Logs</li> </ul>	Watch lecture Complete Nielsen Media Log Assignment Participate in Group Discussion Take Quiz # 3 Read: <a href="http://flagship.luc.edu/login?url=https://search.ebscohost.com/login.aspx?direct=true&amp;db=a9h&amp;AN=139053586&amp;site=ehost-live">http://flagship.luc.edu/login?url=https://search.ebscohost.com/login.aspx?direct=true&amp;db=a9h&amp;AN=139053586&amp;site=ehost-live</a>
4	Feb 3 – Feb 9	Information <ul style="list-style-type: none"> <li>• Influence vs. Authority</li> </ul>	Watch Lectures Participate in Group Discussion Take Quiz #4 Read: <a href="https://www.cnet.com/features/amazon-helping-police-build-a-surveillance-network-with-ring-doorbells/">https://www.cnet.com/features/amazon-helping-police-build-a-surveillance-network-with-ring-doorbells/</a> And

			<a href="http://flagship.luc.edu/login?url=http://search.ebscohost.com/login.aspx?direct=true&amp;db=ufh&amp;AN=126812899&amp;site=ehost-live">http://flagship.luc.edu/login?url=http://search.ebscohost.com/login.aspx?direct=true&amp;db=ufh&amp;AN=126812899&amp;site=ehost-live</a>
5	Feb 10 – Feb 16	Ethics, Law & Policy <ul style="list-style-type: none"> <li>• Ethics</li> <li>• Surveillance</li> </ul>	<p><b>Paper 1 Due:</b> History of Media in Your Profession (or Social Structure): To be accepted on time, there must be no technological issues. Only Microsoft Word or PDF files will be accepted. Please attach a copy of a document, not a link to a cloud file.</p> <p>Watch Lecture Participate in Discussion</p>
6	Feb 17 – Feb 23	Interface and Interactivity <ul style="list-style-type: none"> <li>• Social Media</li> </ul>	<p>Read: <a href="http://flagship.luc.edu/login?url=https://search.ebscohost.com/login.aspx?direct=true&amp;db=ufh&amp;AN=100853951&amp;site=ehost-live">http://flagship.luc.edu/login?url=https://search.ebscohost.com/login.aspx?direct=true&amp;db=ufh&amp;AN=100853951&amp;site=ehost-live</a></p> <p>Watch Lecture</p> <p>Take Quiz #5</p>
7	Feb 24 – March 1	Politics of Platforms <ul style="list-style-type: none"> <li>• Social Media</li> </ul>	<p>Read: <a href="https://www.newyorker.com/tech/annals-of-technology/the-search-for-anti-conservative-bias-on-google">https://www.newyorker.com/tech/annals-of-technology/the-search-for-anti-conservative-bias-on-google</a> AND <a href="https://loyola-primo.hosted.exlibrisgroup.com/primo-explore/openurl?genre=article&amp;isbn=&amp;issn=87554615&amp;title=Computers%20%26%20Composition&amp;volume=47&amp;issue=&amp;date=20180301&amp;atitle=Circulation%20Gatekeepers:%20Unbundling%20the%20Platform%20Politics%20of%20YouTube%27s%20Content%20ID.&amp;aulast=Edwards,%20Dustin%20W.&amp;spage=61&amp;pages=61-74&amp;sid=EBSCO:Academic%20Search%20Complete&amp;vid=01LUC&amp;institution=01LUC&amp;url ctx val=&amp;url ctx fmt=null&amp;isSrivcesPage=true">https://loyola-primo.hosted.exlibrisgroup.com/primo-explore/openurl?genre=article&amp;isbn=&amp;issn=87554615&amp;title=Computers%20%26%20Composition&amp;volume=47&amp;issue=&amp;date=20180301&amp;atitle=Circulation%20Gatekeepers:%20Unbundling%20the%20Platform%20Politics%20of%20YouTube%27s%20Content%20ID.&amp;aulast=Edwards,%20Dustin%20W.&amp;spage=61&amp;pages=61-74&amp;sid=EBSCO:Academic%20Search%20Complete&amp;vid=01LUC&amp;institution=01LUC&amp;url ctx val=&amp;url ctx fmt=null&amp;isSrivcesPage=true</a></p> <p>Watch Lecture Participate in Discussion Take Quiz 6</p>

8	March 2 – March 8	<b>No Class- Spring Break</b>	
9	March 9 – March 15	Participatory Culture & Play <ul style="list-style-type: none"> <li>• Online Communities</li> </ul>	Read: <a href="http://flagship.luc.edu/login?url=https://search.ebscohost.com/login.aspx?direct=true&amp;db=ufh&amp;AN=96960668&amp;site=ehost-live">http://flagship.luc.edu/login?url=https://search.ebscohost.com/login.aspx?direct=true&amp;db=ufh&amp;AN=96960668&amp;site=ehost-live</a> Watch Lecture Take Quiz #7 Participate in Discussion
10	March 16 – March 22	Participatory Culture & Play <ul style="list-style-type: none"> <li>• Online Communities</li> </ul>	<b>Paper 2 Due</b> – Ethics: To be accepted on time, there must be no technological issues. Only Microsoft Word or PDF files will be accepted. Please attach a copy of a document, not a link to a cloud file. Read: <a href="http://flagship.luc.edu/login?url=https://search.ebscohost.com/login.aspx?direct=true&amp;db=ufh&amp;AN=127361854&amp;site=ehost-live">http://flagship.luc.edu/login?url=https://search.ebscohost.com/login.aspx?direct=true&amp;db=ufh&amp;AN=127361854&amp;site=ehost-live</a> Watch lecture Participate in Discussion
11	March 23 – March 29	<ul style="list-style-type: none"> <li>• Writing for Different Audiences</li> </ul>	Read: Digital Media Handbook Chapter 10 Advertising and Promotion: An integrated Marketing Communications Perspective Chapter 10 (on Sakai)  Watch Lecture Participate in Discussion Complete Media Plan Assignment
12	March 30 – April 5	<ul style="list-style-type: none"> <li>• Visual Communication</li> </ul>	Read: <a href="http://flagship.luc.edu/login?url=https://search.ebscohost.com/login.aspx?direct=true&amp;db=a9h&amp;AN=127586665&amp;site=ehost-live">http://flagship.luc.edu/login?url=https://search.ebscohost.com/login.aspx?direct=true&amp;db=a9h&amp;AN=127586665&amp;site=ehost-live</a> AND <a href="http://flagship.luc.edu/login?url=https://search.ebscohost.com/login.aspx?direct=true&amp;db=a9h&amp;AN=136688435&amp;site=ehost-live">http://flagship.luc.edu/login?url=https://search.ebscohost.com/login.aspx?direct=true&amp;db=a9h&amp;AN=136688435&amp;site=ehost-live</a> Watch Lecture Participate in Discussion Take Quiz #8

13	April 6 – April 12	<p>Data &amp; Algorithmic Cultures</p> <ul style="list-style-type: none"> <li>Digital Media &amp; Big Data : Machine Learning &amp; Artificial Intelligence in New Media</li> </ul>	<p>Read:  <a href="http://flagship.luc.edu/login?url=https://search.ebscohost.com/login.aspx?direct=true&amp;db=a9h&amp;AN=132001250&amp;site=ehost-live">http://flagship.luc.edu/login?url=https://search.ebscohost.com/login.aspx?direct=true&amp;db=a9h&amp;AN=132001250&amp;site=ehost-live</a></p> <p>Read the Quartz Media Timeline on the Cambridge Analytica Scandal – as well as a minimum of 3 of the linked articles from the timeline.  <a href="https://qz.com/1240039/the-cambridge-analytica-scandal-is-confusing-this-timeline-will-help/">https://qz.com/1240039/the-cambridge-analytica-scandal-is-confusing-this-timeline-will-help/</a></p> <p>Watch Lecture  Participate in Discussion  Take Quiz #9</p>
14	April 13 – April 19	<p>Simulation &amp; Virtuality</p> <ul style="list-style-type: none"> <li>ML &amp; AI Part 2: Deep Fakes and Social Impacts</li> </ul>	<p>Read the following articles:  <a href="https://www.boldbusiness.com/digital/artificial-intelligence-film-making/">https://www.boldbusiness.com/digital/artificial-intelligence-film-making/</a>  <a href="https://www.zdnet.com/article/watch-a-sci-fi-short-film-co-written-by-ai/">https://www.zdnet.com/article/watch-a-sci-fi-short-film-co-written-by-ai/</a>  <a href="https://www.forbes.com/sites/cognitiveworld/2019/08/23/ai-making-waves-in-news-and-journalism/#6b96c077748">https://www.forbes.com/sites/cognitiveworld/2019/08/23/ai-making-waves-in-news-and-journalism/#6b96c077748</a></p> <p>And AdWeek article on Sakai  Watch the Lectures  Participate in the Discussion  Take Quiz #10</p>
15	April 20 – April 26	<ul style="list-style-type: none"> <li>Project Preparation</li> </ul>	<p>Sign up for office hours if necessary.</p>
16	April 27 – May 2	<ul style="list-style-type: none"> <li>Finals Week</li> </ul>	<p><b>Papers due by 12 pm on May 2.</b> To be accepted on time, there must be no technological issues. Only Microsoft Word or PDF files will be accepted. Please attach a copy of a document, not a link to a cloud file.</p>