

Colonnade Program Course Proposal: Explorations Category

1. What course does the department plan to offer in Explorations? Which subcategory are you proposing for this course? (Arts and Humanities; Social and Behavioral Sciences; Natural and Physical Sciences)

JOUR 154 – New Media Literacy: Explorations in Participatory Culture
Explorations: Social and Behavioral Science

2. How will this course meet the specific learning objectives of the appropriate subcategory? Please address **all** of the learning outcomes listed for the appropriate subcategory.

- Demonstrate knowledge of at least one area of the social and behavioral sciences.
 - By taking this course students will understand why it is important to be media literate at all levels by exploring the three elements of media literacy; media grammar, fragmentation of media channels, and how commercial forces shape media content.
- Apply knowledge, theories, and research methods, including ethical conduct, to analyze problems pertinent to at least one area of the social and behavioral sciences.
 - By taking this course students will come to understand the basic theories of mass communication and be introduced to communication law and regulation in the digital age.
- Understand and demonstrate how at least one area of the social and behavioral sciences conceptualizes diversity and the ways it shapes human experience.
 - By taking this course student will understand how mass media, and media related industries, conceptualize diversity and demonstrate the various ways mass media shapes and frames diversity-related issues and concerns.
- Integrate knowledge of at least one area of the social and behavioral sciences into issues of personal or public importance.
 - By taking this course student will come to understand of the role of mass media in society and culture, and apply the essential skills of inquiry and self-expression necessary for citizens of an informed democracy.
- Communicate effectively using the language and terminology germane to at least one area of the social and behavioral sciences.

- By taking this course students will know the definitions of convergence, digitization and mass communication, and be able to explain the various ways convergence of mass media, computer networks, and telecommunications is changing the role of mass communication.

3. Syllabus statement of learning outcomes for course. NOTE: In multi-section courses, the same statement of learning outcomes must appear on every section's syllabus.

New Media Literacy contributes to the requirements for Explorations: Social and Behavioral Sciences in Western Kentucky University's Colonnade Program. By taking this course, it is expected that you will be able to:

- Know the definitions of convergence, digitization and mass communication.
- Explain the various ways convergence of mass media, computer networks, and telecommunications is changing the role of mass communication.
- Understand why it is important to be media literate at all levels and the three elements of media literacy; media grammar, fragmentation of media channels, and how commercial forces shape media content.
- Integrate knowledge of media culture into issues of personal or public importance.
- Apply knowledge, theories, and research methods, including ethical conduct, to analyze problems pertinent to mass media consumption, production, and distribution.
- Explain social media, know the differences between social media and traditional media, and list the main characteristics of social media.
- Understand storage technology, its characteristics, and the social and political impact of storing information. Know the basic theories of mass communication and understand communication law and regulation in the digital age.
- Understand and demonstrate how media, and media related industries, conceptualize diversity and the ways it shapes human experience.
- Understand of the role of media in society and culture, and apply the essential skills of inquiry and self-expression necessary for citizens of an informed democracy.
- Communicate effectively using the language and terminology germane to mass media and its related industries.

4. Brief description of how the department will assess the course for these learning objectives.

Course learning objectives will be monitored and assessed in two ways: (1) Pre/Post-Test Survey - capturing the extent of student knowledge and understanding of key course concepts and comparing the pre/post results and; (2) Portfolio Analysis - based on the progression of work from the first multimedia production and distribution assignment to the last. Through online journal writing, multimedia content production and distribution, and collaborative learning exercises, course objectives will be

measured against the student's ability to access, analyze, evaluate, create and interact with media messages that contribute to effective cultural, social and political participation in the democracy of the United States.

5. How many sections of this course will your department offer each semester?

Presently, three sections of 20+ seats are offered every year, including the summer term. Dual credit sections and independent learning sections are also scheduled.

6. Please attach sample syllabus for the course.

See below

JOUR 154 - New Media Literacy
Western Kentucky University
Fall Term, 2013

NOTE: A more detailed discussion of the specific requirements of this course is contained within the "Start Here" video on the Blackboard Course Site. Be sure to watch it before beginning this course.

CATALOG DESCRIPTION

JOUR 154. NEW MEDIA LITERACY: EXPLORATIONS IN PARTICIPATORY CULTURE. (3) *Develops a framework to access, analyze, evaluate, create and interact with messages in a variety of digital forms, including social media. Restricted to majors/minors outside the School of Journalism & Broadcasting.*

New Media Literacy provides a framework to access, analyze, evaluate and create messages in a variety of forms — from print, to video, to the Internet and beyond. This course attempts to build an understanding of the role of media in society and culture, and apply the essential skills of inquiry and self-expression necessary for citizens of an informed democracy. New Media Literacy inspires independent thinking, fosters critical analysis, encourages participation, and promotes wise media choices.

Learning Outcomes: New Media Literacy contributes to the requirements for Explorations: Social and Behavioral Sciences in Western Kentucky University's Colonnade Program. By taking this course, it is expected that you will be able to:

- Know the definitions of convergence, digitization and mass communication.
- Explain the various ways convergence of mass media, computer networks, and telecommunications is changing the role of mass communication.
- Understand why it is important to be media literate at all levels and the three elements of media literacy; media grammar, fragmentation of media channels, and how commercial forces shape media content.
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- Apply knowledge, theories, and research methods, including ethical conduct, to analyze problems pertinent to mass media consumption, production, and distribution.
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- Understand and demonstrate how media, and media related industries, conceptualize diversity and the ways it shapes human experience.
- Understand of the role of media in society and culture, and apply the essential skills of inquiry and self-expression necessary for citizens of an informed democracy.

- Communicate effectively using the language and terminology germane to mass media and its related industries.

INSTRUCTOR

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OFFICE HOURS

Monday, Wednesday and Friday 9:00 a.m. to 12:00 p.m., or by appointment.

TEXTBOOK/MATERIALS

Converging Media:

A New Introduction to Mass Communication (3rd Edition)

eText: ISBN-13 978-0-19-994113-1

<http://www.coursesmart.com/9780199859931>

Print: ISBN-10 0-19-985993-0, ISBN-13 978-0-19-985993-1

Author(s): John V. Pavlik; Shawn McIntosh

Publisher: Oxford University Press

Copyright year: © 2011 Pages: 544

I HIGHLY RECOMMEND THE COURSESMART.COM DIGITAL EDITION

ONLINE ACCESS

YOU MUST HAVE A RELIABLE COMPUTER RUNNING THE LATEST VERSION OF ANY POPULAR BROWSER AND A RELIABLE CONNECTION TO THE INTERNET TO COMPLETE THIS COURSE. "My computer crashed" and "I lost my connection" are not acceptable excuses for missed assignments. I highly recommend any of WKU's 24/7 computer labs if you suspect trouble with either your computer or your Internet connection.

Here are the steps to getting to class information through Blackboard:

- * Log on to the WKU web site.
- * Click on the Blackboard link on the left side of the site.
- * When the Blackboard site appears, log in with your WKU username and password.
- * When the next page appears, click on the Media and Society link.

Here is how you check your grades on Blackboard:

- * Once you are on the Blackboard site, click on the "Tools" button.
- * Click on "My Grades."

GRADE SCALE

Course grades will be assigned based on the following ratio:

iRead! -25%

iReview! Quizzes -10%
iPlay! + iParticipate! – 25%
iThink! One - 10%
iThink! Two- 10%
iTHink! Three -10%
NML Update – 10%

ASSIGNMENTS/REQUIREMENTS

iRead! - Each chapter of the Converging Media text has an associated reading guide (iRead!). You should complete the reading guide as you read each chapter. Each reading guide has 20 multiple-choice or true/false questions. This assignment accounts for 25% of your final grade with the lowest two (2) grades dropped from the average.

iWatch! + iReview! – Each chapter of the Converging Media text has an associated Tegrity discussion (recorded lecture). After viewing the Tegrity video, you will complete a comprehension review for the discussion. Each iReview! Quiz has 10 true/false questions. This assignment accounts for 10% of your final grade with the lowest single (1) grade dropped from the average.

iThink! One – This first exam will test your understanding of mass communication and its digital transformation, media literacy, print media, audio media, and visual media (Chapters 1-5). The exam questions are pulled from the chapter Reading Guides (iRead!) (30), the iReview Quizzes (20), and short-answer essay questions that are taken from the text (10). This exam accounts for 10% of your final grade.

iThink! Two – This second exam will test your understanding of interactive media, networks and digital distribution, social media, journalism, entertainment, and advertising and public relations (Chapters 6-11). The exam questions are pulled from the chapter Reading Guides (iRead!) (30), the iReview Quizzes (20), and essay questions that are taken from the text (10). This exam accounts for 10% of your final grade.

iThink! Three – This third exam will test your understanding of media ethics, media law, and media theory and research (Chapters 12-14). The exam questions are pulled from the chapter Reading Guides (iRead!) (30), the iReview! Quizzes (20), and essay questions that are taken from the text (10). This exam accounts for 10% of your final grade.

NML Update – The instructor continually scans the Internet looking for relevant examples of mass communication and cultural issues in the popular press. Then, at least twice a week during the course, I will post these stories to the course blog on Blackboard. You will have the opportunity to react and respond to the posting in the Message Boards section of the course. Each student reaction (posting) is worth 10 points, up to a maximum of 100 points available for this assignment. The NML Update assignment accounts for 10% of your final grade.

iPlay! + iParticipate! – These assignments provide you an opportunity to participate in the media product creation and distribution process that is changing our media landscape and culture. Each week the instructor will introduce a new technology designed to allow engagement with the material covered in the text. Students gain points through the completion of the iPlay!

application, plus the iParticipate! blogging exercise. iPlay! + iParticipate! account for 25% of your final grade.

Adaptive Release: The course is structured linearly and content distribution is controlled. Therefore, new content and tasks are displayed within each chapter based on the completion of the previous content and/or task.

For example, when you begin the course the first section will initially display the Chapter Objectives and the iRead! for Chapter 1. When you submit the iRead! for grading (automatic), the iWatch! recording and the iReview! Quiz will appear below the iRead!. When you submit the iReview Quiz for grading, the iPlay! and iParticipate! section for Chapter 1 will appear.

Also, once you complete the iReview! Quiz for Chapter 1, the iRead! for Chapter 2 will appear. The course continues in this way through iThink! One where you will stop and take the exam on the prescribed day and time per the Course Schedule.

Once you complete iThink! One, you will be cleared to continue with Chapters 6-11. The course continues in this way through iThink! Three, which is the final task of the course.

NOTE: YOU MUST COMPLETE ALL THE iRead! AND iReview! QUIZZES PRIOR TO THE START TIME OF THE EXAM. STUDENTS WHO DO NOT COMPLETE ALL iRead! AND iReview! QUIZZES FOR SECTION ONE (CHAPTERS 1-5) BEFORE THE START OF iThink! ONE ARE ENCOURAGED TO DROP THE COURSE. NO OPPORTUNITY IS PROVIDED TO MAKE-UP MISSED ASSIGNMENTS.

ACEJMC Competencies: The accrediting agency for the School of Journalism & Broadcasting is called the Accrediting Council on Education in Journalism and Mass Communications. The Council requires that students learn certain values and competencies. With those requirements in mind, JOUR 154 helps students achieve the following goals of journalism education:

- Understand and apply the principles and laws of freedom of speech and press, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of the diversity of groups in a global society in relationship to communications;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity; and
- Think critically, creatively and independently.

Academic Honesty: You are expected to act honestly while completing all tests and assignments. Dishonest conduct such as cheating on a test or plagiarizing may result in an “F”

for the assignment and for the course. Additionally, the incident may be reported to the Office of Student Life for disciplinary sanctions.

Plagiarism: Plagiarism is cheating, and it will be treated as such. If you are not sure what constitutes plagiarism, consider the following, from page 7 of the WKU Student Handbook:

“To represent written work taken from another source as one's own is plagiarism. Plagiarism is a serious offense. The academic work of a student must be his/her own. One must give any author credit for source material borrowed from him/her. To lift content directly from a source without giving credit is a flagrant act. To present a borrowed passage without reference to the source after having changed a few words is also plagiarism.”