Comm 6326: Seminar & Practice in New Media

Monday 5:30-8:15
Fall 2020

Instructor: Dr. Erica Bailey
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Office: Library K306
Office Hours: M-R: 12:00-1:00, and by appointment

Course Description
This course is devoted to research on new media technologies as it relates to psychological aspects of human-computer interaction (HCI) and computer-mediated communication (CMC). Theories and empirical research will be used to explore trends in research and best practices of new media in strategic communication.

Required Course Materials
• Blackboard – Readings, assignments, announcements, and grades will be posted on Blackboard.
• Angelo State E-mail - You should have access to your Angelo State E-mail account. You are responsible for reading and, if necessary, responding to e-mails from me. I send e-mails through Blackboard to the class regarding homework, exams, etc.

Assignments and Grading
Class Participation 10%
Reading Summary/Critique/Discussion (2 total, 10% each): 20%
Short Essays (2 total, 10% each): 20%
One-pagers: 10%
Final Project Draft/Peer Edit: 10%
Final Project: 30%

Class Participation:
Since the success of this seminar is heavily contingent upon effective participation from all those present, 10% of the final grade is devoted to the quality of your class participation. Not only your presence in class, but also your level of preparedness (keeping up with the readings, lectures, etc.) and the caliber of your comments will be included in this score.

Reading Summary/Critique/Discussion:
Students will take turns presenting summary/critiques of assigned readings. Each student is expected to distribute a 1-2 page handout and make a ten minute presentation of TWO of the assigned readings in separate class meetings, followed by facilitation of class discussion. Included in your handout should be 3 discussion questions to prepare you for discussion. This exercise will account for 20% of your final grade in the course.

Short Essays:
To thoroughly explore several issues related to media, you will be responsible for submitting essay assignments on two of the weekly topics. You may not submit a short essay for the topics on which you presented a reading summary. Essays should be approximately 5 pages in length, and all references must be cited appropriately using APA formatting. Additional details on these assignments will be provided in class.

One Pagers:
The goal of this exercise is to encourage creative thinking about technology and new media. Each student is required to submit a one-page musing (in the form of a story, poem, satire, whatever) about two topics.
During most class meetings, the instructor will announce a one-pager topic for the following class. All students are not required to respond to all topics; two submissions over the entire semester will do. Grading will be based on the degree of creativity, cleverness, and imagination in each of the two submissions.

**Draft/Final Project:**
Students will have the option to complete a final research paper or a social media marketing strategy accompanied by a smaller paper. These will be individual projects. You will submit a draft of your final project and edit one of your peers’ projects. This will account for 10% of your grade and allow you to get feedback before submitting the final version. An assignment sheet for this project will be handed out in class.

**Course Policies**

**Honor Code**
Violations of academic integrity are very serious matters and are clearly documented in the ASU Student Handbook. The work a student submits in a class is expected to be the student’s own work and must be work completed for that particular class and assignment. Plagiarism means intentionally or knowingly representing the words or ideas of another as one’s own. This may include your own previous work. Plagiarism includes quoting or paraphrasing from other sources without acknowledging/citing the source of your information or presenting quoted material as your own words. You must be very clear about attribution of sources and you must know how to cite sources in a paper. Please see full Honor Code Policy at https://www.angelo.edu/student-handbook/code-of-student-conduct/misconduct.php

You do not want to end your graduate career by attempting a shortcut. If you have any questions about academic integrity or plagiarism, please consult Dr. Bailey to discuss it further.

**Academic Disability Statement**
Angelo State University complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. If you suspect that you may have a disability (physical impairment, learning disability, psychiatric disability, etc.), please contact the Dean of Student Life and Student Services at 942-2191. See this webpage for more information: http://www.angelo.edu/services/disability-services/ If you need disability accommodations in this class, please see me as soon as possible.

**Grade Appeal Process**
As stated in Angelo State University Operating Policy and Procedure (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see the Student Handbook, accessed at: http://www.angelo.edu/student-handbook/

**Religious Holy Days Policy**
Religious holy day” means a holy day observed by a religion whose places of worship are exempt from property taxation under Texas Tax Code §11.20. A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. The instructor will work out a schedule with the student on how required class work can be completed.

**Email/Telephone Policy**
Your concerns are important to me, but understand that I also have other responsibilities to Angelo State and personal obligations. Although I will try to respond to email requests and telephone messages as quickly as
possible, it may take up to 48 hours for me to draft a response during the week (longer in certain cases and on weekends). Please take this into consideration when you contact me, though I will try to respond to emergencies, etc., as quickly as possible.

**Face Coverings:** As a member of the Texas Tech University System, Angelo State University has adopted the mandatory Facial Covering Policy to ensure a safe and healthy classroom experience. Current research on the COVID-19 virus suggests there is a significant reduction in the potential for transmission of the virus from person to person by wearing a mask/facial covering that covers the nose and mouth areas. Therefore, in compliance with the university policy students in this class are required to wear a mask/facial covering before, during, and after class. Faculty members may also ask you to display your daily screening badge as a prerequisite to enter the classroom. You are also asked to maintain safe distancing practices to the best of your ability. For the safety of everyone, any student not appropriately wearing a mask/facial covering will be asked to leave the classroom immediately. The student will be responsible to make up any missed class content or work. Continued non-compliance with the Texas Tech University System Policy may result in disciplinary action through the Office of Student Conduct.

**Title IX at Angelo State University:** The University prohibits discrimination based on sex, which includes pregnancy, sexual orientation, gender identity, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination including: sexual assault, sex-based discrimination, sexual exploitation, sexual harassment, public indecency, interpersonal violence (domestic violence and/or dating violence), and stalking. As a faculty member, I am a Responsible Employee meaning that I am obligated by law and ASU policy to report any allegations I am notified of to the Office of Title IX Compliance.

Students are encouraged to report any incidents of sexual misconduct directly to ASU’s Office of Title IX Compliance and the Director of Title IX Compliance/Title IX Coordinator at:

Michelle Boone, J.D.
Director of Title IX Compliance/Title IX Coordinator
Mayer Administration Building, Room 210
325-942-2022 michelle.boone@angelo.edu
You may also file a report online 24/7 at www.angelo.edu/incident-form.

If you are wishing to speak to someone about an incident in confidence you may contact the University Health Clinic and Counseling Center at 325-942-2173 or the ASU Crisis Helpline at 325-486-6345.
For more information about Title IX in general you may visit www.angelo.edu/title-ix.