

Loyola University Chicago
Spring 2014
SOC Seminar, CMUN 100
Corboy Room 303
Tuesdays 10:00 – 10:50 a.m.
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Course Description:

I welcome each of you to Loyola's School of Communication. The goal of this one-hour course is to introduce you to the tools, programs and people you will encounter on your journey towards a degree and a successful career in journalism, communication, film or advertising and public relations.

Topics we will cover include graduation requirements for the different majors, plagiarism, opportunities in student media where students roll up their sleeves and get their hands dirty producing communications content, understanding the importance of work outside the department including internships, resumes, cover letters, digital portfolios and gain critical knowledge of networking and career resources. My job is to walk into class, teach effectively and infuse enthusiasm for our shared discipline and your opportunities in the field. Learning should be fun and I expect smiles and strong participation from each of you. Smiles help you learn. Laughing is highly correlated with A grades. However, this course will be graded using pass/fail marks.

Texts and Readings:

There are no required textbooks for this class. Any and all reading assignments will be provided to you in class.

Grading and Evaluation:

This course will be graded on a pass-fail basis (credit-no credit). Most of the value of this course will be garnered from attending and participating in the class sessions; consequently, regular participation is required to successfully pass the course. Any more than three absences will result in a failing grade for the course.

To pass the class, you must engage in activities outside the classroom. Each of you will be required to maintain a blog that should be updated on a regular basis. There will be two other options out of dozens of options that will also count as your outside work. The date, time and nature of those events will be provided to you in class. I require write-ups of those activities to be returned in hard copy.

Additionally, we will take a field trip or two outside the confines of the university.

Participation and Professionalism:

You are majoring in communication, so I insist you communicate in class. You will never be penalized for voicing your opinions, whatever they may be. I encourage differing points of view. In other words, you are fully expected to participate in all classroom activities. Please do not use your computers during class. In this particular class, they are not helpful, nor will I not tolerate the use of cell phones for text messages, etc. You will be penalized for **not** participating in class. Each of you has been blessed with a highly functioning brain. Don't forget to bring it to class with you. I welcome every viewpoint on any subject and I'm very fond of outrageous ideas. After all, if you can't experiment with ideas and mentally stretch in college, where can you do it?

Classroom Content:

Please don't ask me if we did anything important in class the week before if you missed class. Get such information from your fellow students.

Academic Dishonesty Policy:

Plagiarism of any form, of any kind and of any length will not be tolerated. Dishonesty is not tolerated at Loyola University. We will have a brief discussion about what constitutes plagiarism and I will offer you concrete examples of examples of such behavior. Cheating can get you booted out of college and I would hate to see that happen. For any papers you may write, I will consider it equally dishonest to invent quotes, facts, scenarios and so on.

I also consider it an act of plagiarism to turn in work for an assignment in this class that you wrote for another class (any semester, any high school or college, any year). You must turn in original work for all class assignments.

Schedule

The schedule is subject to modification based on visits by guests and other events that will enrich what you learn in this class.

January 14 Overview, meet your classmates. Meet me. Review of syllabus.

January 21 Google, the five million pound elephant on the table and its impact on communications. Videotape of Corning Ware's efforts in the new media landscape. Casserole pans are out. High tech is in.

January 28 Meeting with student leaders of publications, online, radio and TV and how you can (and should get involved).

February 4 The importance of internships and how to nail one down.

February 11 Introduction of faculty member and discussion of their work and how to get involved with what he/she does.

February 18 What kind of professional opportunities exist for you upon graduation and how to start preparing yourself for success upon leaving Loyola.

February 25 Visit to the School of Communication to meet key support personnel. These people exist for one reason only: to serve you.

March 4 No class, Spring break

March 11 Bring a camera (cell phones are just fine) and a notebook. We will be leaving the classroom to interview and photograph a stranger. I will prepare you for this before you head out the door.

March 18 Visit with Dr. Shawna Cooper-Gibson, our assistant dean. Shawna serves as the main academic adviser of our programs. Dr. Cooper-Gibson has the final word regarding your progress in the School of Communication. However, I strongly believe students should build a roadmap for themselves and accept major responsibility for knowing what classes are required to graduate.

March 25 Your digital world and use of technology and how those skills translate specifically into job skills.

April 1 April Fools Day Video Project

April 8 Developing your personal brand starting with your facebook and twitter accounts with David Kameron, Ph.D., a nationally recognized leader for professional and students.

April 15 Study abroad and its role in the expansion of knowledge and appreciation of different cultures, but is it a career enhancer?

April 22 visit from a professional in the field of communication. Every student will be required to develop a list of questions. Participation required from every student.

I'm excited to lead each of you in a journey to better understand the school, the major, academics and extracurricular activities. My job in this class is to prepare you for success in the program and to infuse you with enthusiasm for our honorable and powerful positions in society.

I prefer you call me Ralph rather than professor or doctor. If you feel the strong urge to address me with a courtesy title, I do like my military title of Admiral Ralph Braseth, USN, (retired).

Welcome to Loyola University, Chicago and welcome to our School of Communication.

I'm delighted you are here.

-ralph