

**Communication 200—Communication and New Media**  
**Spring 2016**  
**Tuesday & Thursday 11:30am-12:45pm, Corboy Law Center Room 302**

**Instructor Information:** Dr. George Villanueva | [gvillanueva1@luc.edu](mailto:gvillanueva1@luc.edu) | 312.915.8536  
**Office Hours:** Tuesday or Thursday, 2:30-4:00pm or by appointment at Lewis Towers 909



**Overview of Course and Objectives:**

If you are taking this course as a young adult, it's more than likely that you are what contemporary cultural critics call a 'digital native' — a person who is part of a generation that has grown up in a world where digital media use and opportunities to participate in networked communication have been widespread. Historically, this has been called the shift from the primary use of legacy or old media (i.e. print, radio, TV) to new media (i.e. the internet, mobile phones, social media, all things digital). This course does not take the position that new media has replaced old media, but that we are in a time when there is convergence between new and old media.

This course will take a step back from accepting the digital technology age as the sole lens to understand new media and communication. Students will specifically: (1) Look at the history of new media development in context of technological change and convergence with old media in contemporary society, (2) Learn key concepts that will increase student understanding of today's new media world, and (3) From a multidisciplinary perspective analyze how new media is impacting and being impacted by larger social, economic, political, and cultural contexts.

Lastly, because you as an individual and your own peer group are consumers and producers of new media, students in this class will engage in critically analyzing their own use of new media, how media professionals and artists think about designing media, and (individually and in groups) will design digital artifacts that are in conversation with the critical concepts we discuss in this course.

**Loyola IDEA Objectives:**

- Learning fundamental principles, generalizations, or theories.
- Developing creative capacities (personal and social media consumption, design, production, etc.)
- Learning to analyze and critically evaluate ideas, arguments, and points of view.

**Textbooks/ Course Materials:**

Flew, T. (2014) *New Media*. 4<sup>th</sup> Edition. Australia: Oxford University Press. (required)

Moggridge, B. (2010) *Designing Media*. Cambridge, MA: The MIT Press. (required)

*Other course readings will be made available on Sakai or in class as appropriate.*

**Participation:**

Regular attendance, being on time, staying the duration and participation in discussions and activities is required to pass this course. Significant numbers of absences and tardiness will negatively affect your participation and attendance.

Students are expected to participate actively in class discussion (both as individuals and during group projects), online Sakai discussion, and come to class prepared by doing assigned readings. Failure to do so will result in a “Fail” for this class. Discussion and debate are ways of assuring your understanding and adding valuable perspectives to a topic.

Deadlines are firm. Weekly reading (2 paragraphs max) reflections, which are required to be submitted on Sakai by Monday at 9pm for each upcoming week’s readings starting the Sunday of Week 1 in which you will post for the subsequent week’s readings thereafter (e.g. Sunday of Week 1 you post for Week 2 readings, Sunday of Week 2 you post for Week 3 readings, and so on...). Be prepared to present your ideas in class.

**Assignments and Points:**

A. Weekly reading reflections (10 weeks x 5 points each. Reading reflections guide (2 paragraphs max): 1) What resonated with you the most from the readings and why? 2) Present an example from your personal life, social experience, or from the media that applies to your reading reflection.	50 points
B. Attendance & in-class participation (individual and group breakout exercises).	75 points
C. <i>Designing Media</i> book group project presentation (guidelines below)	25 points
D. Midterm Exam (in-class)	50 points
E. Digital Artifact Project (guidelines handed out 3 <sup>rd</sup> week of the course)	
<i>Presentation 30pts + Final Paper and Digital Artifact completion 70pts</i>	100 points
F. Final Exam (in-class)	100 points
	<b>Total 400 points</b>

Assignment instructions and exam guides will be posted on Sakai and the instructor will notify students when this is posted. The midterm and final exams are based on readings and lectures. You must complete ALL of these assignments in order to pass the class. Failure to complete ONE OR MORE of them will result in an F in the class.

### Designing Media Book Group Project Presentation

Students will be broken up into six different groups to read the set of interviews from different media designers in each of the six chapters of the assigned *Designing Media* book. Your group will be required to give a 15-minute presentation in class (12 minute presentation and 3 minute Q&A with classmates) that accomplishes the following:

1. Introduces the main media design ideas that your assigned chapter explored.
2. Briefly sum up the main ideas of each of the media designer interviews you read in each chapter and why you think they were included in the chapter's grouping of media designers.
3. Search for examples of media examples online from **ONLY TWO** of the media designers, show the examples in class (depending on the example this may consist of short clips as your group will need to be conscious of your presentation time limit) and explain why your group thought it was important to show the examples given your chapter's main ideas about media design.
4. Discuss whether your chapter addressed ideas of how old and new media converge in the design and consumption of media by the audiences that the interviewees designed media for. Why or why not? Did any particular of the media artifacts from the designers stand out to your group?
5. How did reading the interviews make your group critically analyze your own individual uses and production of old and new media (especially your own interaction with social media)? Present examples from your own media use/production that illustrates your group's analysis.
6. Engage in a Q&A discussion with the class after your presentation.

### **Grading Policy:**

Scale: A=93+ A-=90+ B+=88+ B=84+ B-=80+ C+=77+ C=74+ C-=70+ D+=67+ D=64+ D-=60+ F=59-

'A' work signifies excellence in both design and implementation of work. This material can be considered outstanding and should be understood as far superior to the average effort. Simply completing the assignment prompt does not automatically constitute A quality work.

'B' work signifies above average work. Strong effort is involved and visible through clear organizational planning and attention to detail.

'C' work signifies average and adequate work. This grade is earned when material completes the minimum threshold of an assignment, even though conceptual, organizational or writing problems may exist.

'D' work signifies below average work. This is usually the product of either a substantial problem adhering to the nature of the assignment or a substantially problematic effort.

'F' work signifies an unacceptable level of work. This is usually the product of an incomplete assignment or a fundamental failure to engage the nature of the assignment.

### **In-Class Technology Rules:**

Personal computers, mobile phones, and wireless Internet are a key part of today's education and technological culture, but they also can distract you from the class discussion and dampen participation if you are not using the technology for the goals of the class. You may bring your digital devices to class for note-taking and for exercises related to class, but please refrain from personal use not related to class such as browsing the internet, updating your Facebook profile, playing games, instant messaging, shopping, etc. Although you may think you are being discreet, 90% of the time students engaging in such behavior give themselves away (through inappropriate facial

expressions, lack of eye contact, out of sync typing, etc.). Use of computer in the classroom is a privilege. If you abuse this privilege, you will be marked absent for that class period.

### **Plagiarism and Academic Integrity:**

The penalties for academic dishonesty are a grade of F for the course and notification of the dean's office. All students must read the academic integrity policy of the [School of Communication](#). If you have questions concerning acceptable practice, consult with me prior to submitting your work. (1) Never present another person's work as your own. (2) Always provide full citation information for direct quotations. (3) Always provide full citation information when presenting the argument, interpretation, or claim of another, even if you are paraphrasing.

### **Students with Disabilities:**

Any student with a learning disability that needs special accommodation during exams or class periods should provide documentation from Services for Students with Disabilities confidentiality to the instructor. The instructor will accommodate that student's needs in the best way possible, given the constraints of course content and processes. It is the student's responsibility to plan in advance in order to meet their own needs and assignment due dates.

**Course Schedule:** You are required to read the materials listed under each week and other readings may be added during the course of the semester. Key: NM= *New Media* book. DM= *Designing Media* book.

#### Week 1 Jan 18: Introduction

NM: Ch. 1 Introduction to New Media

**Jan 21: Assignment of groups for *Designing Media* book group project presentation.**

#### Week 2 Jan 25: Key Concepts

NM: Ch. 2 Twenty Key Concepts in New Media

#### Week 3 Feb 1: Approaches to New Media

NM: Ch. 3 Approaches to New Media

**Feb 4: Hand out 'digital artifact' assignment and discuss.**

#### Week 4 Feb 8: Social Networking

NM: Ch. 4 Social Networking Media

**Feb 11: In-class LinkedIn profile and connections assignment (*bring your laptops, tablet, or smartphone that can connect to LinkedIn online or through their mobile application for profile editing purposes*)**

#### Week 5 Feb 15: Participatory Culture

NM: Ch. 5 Participatory Media Cultures

#### Week 6 Feb 22: Games

NM: Ch. 6 Games: Technology, Industry, Culture

**Feb. 25: *Designing Media* Group Presentations**

Week 7 Feb 29: In-Class group review and Mid-term

**March 1: *Designing Media* Group Presentations**

**March 3: Mid-term in class**

Week 8 Mar 7: **Spring Break**

**No Classes**

Week 9 Mar 14: Journalism and New Media

NM: Ch. 7 Online News and the Future of Journalism

Week 10 Mar 21: Creative Industries and Global Economy

NM: Ch. 8 Creative Industries

NM: Ch. 9 The Global Knowledge Economy

Week 11 Mar 28: Race, Class, & Gender and Networked Publics.

NM: Ch. 12 Online Activism and Networked Politics

Week 12 Apr 4: Higher Education and Policy Contexts

NM: Ch. 10 New Media and the Transformation of Higher Education

NM: Ch. 11 Internet Law, Policy, and Governance

Week 13 Apr 11:

**Student ‘digital artifact’ presentations.**

Week 14 Apr 18:

**Student ‘digital artifact’ presentations.**

Week 15 Apr 25: Course Wrap-up + Final Review

April 26: **Student ‘digital artifact’ presentations.**

and **\*\*‘digital artifact’ final project and paper due.\*\***

April 28: Course Wrap-up, in-class group final review, and **IDEA evaluations** (*please bring your laptop as we will reserve 10 minutes for the class to complete the course evaluation online*).

**Final Exam: Tuesday, May 3. Corboy Law Center Room 302**

*This syllabus and the course schedule are subject to change by the instructor.*