

**Fall 2010** | Monday 6:00 - 8:45 pm

**COMM 304/404** | Mass Communication Convergence

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### **DIVERSITY COMMITMENT**

The SCSU Department of Mass Communications is committed to preserving and fostering diversity and complying with the equity guidelines set by the university. We recognize diversity in faculty, staff and students, and strive to enhance the richness offered by this variety. As we examine the history of human visual communications and television production, some of the language, topics and sources involved may challenge your sensibilities. If you have any questions or concerns, please contact your professor for a conference. Television is an international growth medium encompassing many forms and platforms. Understanding and respect are critical survival skills in a very competitive world business.

I will insist that you be mindful and respectful of your students' opinions. While you are in my classroom I will be adamant that you treat others accordingly, with professionalism, being mindful of a person's worth, dignity, and value as a human being. EVERYONE'S opinion is valid and will be treated fairly regardless of gender identity, class, ethnicity, color, religion, disability, nationality, and sexual orientation.

As with many mass communication courses, politics will be difficult to avoid. As long as your expressed viewpoint follows the above guidelines, ALL political views will be accepted and tolerated, though not always agreed with, by all class participants.

### **COURSE OBJECTIVE**

The objective of this course is to teach the student media convergence theory and practice. We will explore the concepts and principles of multiple media production. The specific emphasis will be on the knowledge of the methods and techniques of using multiple platforms for successful communication, and the philosophy of convergence media as a social influence.

### **COURSE STRUCTURE**

The class will meet one day per week. Most weeks the class will consist of lecture

and class discussion on the theoretical and practical principles of convergence media as well as on production methods and technique. In the other class the students will lead the discussion and explore the current literature regarding convergence media.

Students will need to come to class having read the weeks readings and to have posted their weekly opinion paper onto their personal blog. Without proper preparation and a willingness to participate in class discussions, it will be difficult for the student and fellow class members to have a full educational experience.

Students will create social media accounts, write blog posts and promote theirs and their fellow students posts using convergence media techniques.

**TEXT**

August E. Grant & Jennifer H. Meadows, *Communication Technology Update and Fundamentals*

Clay Shirky, *Here Comes Everybody: The Power of Organizing Without Organizations*

Mark Briggs, *Journalism NEXT*.

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**CLASS AND READING ASSIGNMENTS**

	<b>MONDAY</b>	<b>READING</b>
<b>WEEK 1</b>	Class Introduction	
<b>WEEK 2</b>	Create Blog 1 <sup>st</sup> Blog Entry & 2 Comments DUE	Briggs: <i>Forward &amp; Introduction</i> Grant: <i>Section I, Ch. 1-5</i>
<b>WEEK 3</b>	Create Twitter Account 1 <sup>st</sup> Tweet DUE	Briggs: <i>Ch. 1 &amp; 2</i> Grant: <i>Section II, Ch. 6-12</i>
<b>WEEK 4</b>	Create Facebook Account 1 <sup>st</sup> Status Update DUE	Briggs: <i>Ch. 3 &amp; 4</i> Shirky
<b>WEEK 5</b>	1 <sup>st</sup> Re-Tweet DUE Convergence Media Reports BEGIN	
<b>WEEK 6</b>	Convergence Media Reports CONTINUE	
<b>WEEK 7</b>	Convergence Media Reports CONTINUE MID-TERM Q & A	
<b>WEEK 8</b>		<b>MID-TERM EXAM</b>
<b>WEEK 9</b>	Grad Student Paper Proposals DUE Create YouTube Account	Briggs: <i>Ch. 6, 7 &amp; 8</i> Grant: <i>Section III, Ch. 13-17</i>
<b>WEEK 10</b>	1 <sup>st</sup> Video Diary DUE	Briggs: <i>Ch. 5 &amp; 9</i> Grant: <i>Section IV, Ch. 18-22</i>
<b>WEEK 11</b>		Briggs: <i>Ch. 10 &amp; 11</i>

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<b>WEEK 12</b>	2 <sup>nd</sup> Video Diary DUE	Grant: <i>Conclusion</i>
<b>WEEK 13</b>		Handouts
<b>WEEK 14</b>		Handouts
<b>WEEK 15</b>	Grad Student Paper & Presentation DUE	Handouts
<b>WEEK 16</b>	CONCLUSION	
<b>FINAL EXAM WEEK</b>		

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*Posts are DUE Sunday by 5:00 pm, comments are DUE Monday by 12 noon.*

### **GRADING**

Class presentation: Book summary of a convergence media, convergence society, new media and society, etc. book: 200 points

Mid-Term Exam: 150 points

Final Exam: 200 points

Create a blog, Twitter account, YouTube account and a Facebook account: 50 points

Weekly thought papers posted on blog, two weekly responses. Tweeter post of blog, promote on Facebook and Re-Tweet: (10 x 30 points each) 300 points

Two video though pieces on topic of choice. (2 x 50 points each) 100 points  
(Including Two comments, tweeter video, promote on Facebook and Re-Tweet)

Course Total: 1000 pts

### **ATTENDANCE**

College students are adults, as such; it is the student's responsibility to attend all scheduled class. Attendance is not only vital for the student success in class but for the success of the full educational experience of the entire class. Since we must all function in the real world, the student will have two free absences for the semester. No excuse is necessary, but if a real emergency or illness has occurred and the professor is notified in advance of class the absence will be considered excused. After the two free absences, the student will loss 2 points from their final grade for each additional absence.

A sign-in sheet will be available in class for each scheduled day. It is the students responsibility to make sure they sign the sheet to be counted present.

### **ADDITIONAL ISSUES**

**Plagiarism:** Please review the University's policy on academic integrity.

**Special Arrangements:** Students with impaired sensory, manual or speaking skills are encouraged and have the responsibility to contact their instructor, in a timely fashion, regarding reasonable accommodations.

### **SYLLIBUS CHANGES**

This syllabus is subject to change. Changes will be noted in class, via email or other university sanctioned means.