

Spring 2011 | Tuesday 5:00 - 7:45 pm

COMM 480/580 | New Media Advertising

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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 introduce the student to new media theory and practices in integrated communications. We will explore the concepts and principles of strategic communication using multiple media production. The specific emphasis will be on the knowledge of the methods and techniques of using multiple platforms for successful communication.

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 new media advertising and public relations (integrated communication) as well as on production methods and

technique. In the other class the students will lead the discussion and explore the current literature regarding integrated communication.

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.

Students will also complete two professional projects, 1) a video production for display on the internet, and 2) a strategic communication plan for a company or organization.

TEXT

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

Tara Hunt, *The Whuffie Factor*

	Tuesday	READING
Week 1 (01/10)	Class Introduction	
Week 2 (01/17) #1 Blog & Comments	Create Blog	<i>The Whuffie Factor</i> Handout #1
Week 3 (01/24) #2 Blog & Comments	Storyboard DUE Shooting Video	<i>The Whuffie Factor</i> Handout #2
Week 4 (01/31) #3 Blog & Comments	Script DUE Video Editing	<i>The Whuffie Factor</i> Handout #3
Week 5 (02/07) #4 Blog & Comments	Work Day	Shirky
Week 6 (02/14) #5 Blog & Comments	Work Day	Shirky
Week 7 (02/21)	Video Presentations	
Week 8 (02/28)	Video Presentations	
Week 9 (03/07)	SPRING BREAK	NO CLASS
Week 10 (03/14)	Guest Lecturer	
Week 11 (03/21) #6 Blog & Comments		Handout TBA
Week 12 (03/28) #7 Blog & Comments		Handout TBA
Week 13 (04/04) #8 Blog & Comments	Work Day	
Week 14 (04/11) #9 Blog & Comments,	Corporate Social Media Plan PRESENTATION	
Week 15 (04/18) #10 Blog & Comments		No Class
Week 16 (04/25)	Corporate Social Media Plan PRESENTATION	
Week 17 (05/02)	FINAL EXAM WEEK	FINAL EXAM WEEK

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

GRADING

Mass Comm Video presentation: 200 points

Corporate Social Media Plan presentation: Summary of company or organization use of social media, Powerpoint presentation: 300 points

Weekly thought papers posted on blog: 10 posts (10 x 30 points each) 300 points

Two video thought pieces on topic of choice related to blog post. (2 x 50 points each) 100 points

Course Total: 900 pts

Graduate Students: As a final project, in addition to all of the other required course work, the graduate student will complete one of the following based of the academic interests and approval of course instructor—an in-depth case study of a company or organizations use of convergence media, a integrated communication strategy utilizing convergence techniques and practices for a company or organizations, or a research paper on a topic of mass media convergence: 250 pts

Graduate Student Course Total: 1150 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.