

EM&C 4300: Producing for New Media (Fall 2007)

Class Meets: Monday 3:00-5:50 p.m. in MCOM 001

Instructor: Dr. Ed Youngblood Email: ed.youngblood@ttu.edu Office: MC-218 Office Phone: 742-6500 x. 229

Office Hours: Tuesday, Thursday, 1:00-2:00 p.m., Wednesday, 2:00-5:00 or by appointment. Office hours may be used for discussions related to coursework, academic or career advising. Feel free to drop by the office if you have questions. I'm usually around. I strongly encourage students to come by and talk to me if they have questions.

COMMUNICATION: Course announcements will frequently be made the class listserv (mailing list). Make sure that your eraider alias goes to the email address you usually use. You can manage your eraider account at <http://eraider.ttu.edu>. Grades and some course material will be distributed using the Texas Tech eLearning module found in the university's web portal, <http://raiderlink.ttu.edu>. Because of the problems posed by spam, please put "**EM&C 4300**" in the subject line of any email you send me. Be aware that failure to use the correct subject line will mean that your email message will probably not be read.

LEARNING OBJECTIVES:

- To be able to write for podcasting and blogs
- To be able to create and post audio for podcasting
- To be able to create and post video for podcasting and YouTube
- To be able to create and post a blog
- To be aware of some of the legal issues facing consumers and producers of new media
- To study the social, economic, cultural and behavioral effects of new media
- To examine the technological underpinnings of new media

ASSESSMENT:

Formal: Podcasts and accompanying discussion, presentations, quizzes, and writing assignments.

Informal: Polling the class, active learning techniques, muddiest point activities.

ACADEMIC INTEGRITY: It is the aim of the faculty of Texas Tech University to foster a spirit of complete honesty and a high standard of integrity. The attempt of students to present as their own any work that they have not honestly performed, whether through cheating or plagiarism, is regarded by the faculty and administration as a serious offense and renders the offenders liable to serious consequences, possibly suspension. See the section on "Academic Conduct" in the *Code of Student Conduct* for details of this policy.

ASSIGNMENTS & GRADING: Assignment grades will be cut one letter grade for each day the assignment is late. Some assignments may have multiple-parts. The assignment is not complete until all components are turned in. Points will be deducted for not following all instructions and/or if assignment is not complete. The Instructor reserves the right to modify assignments as needed. Consult with the Instructor at any time regarding any of the assignments. Readings for class will be discussed on the day listed on the syllabus. Each assignment should contain your work. Violators of the policy will be required to leave the course with an "F".

Podcast & Blog Series (60%): Each student will pick a topic to podcast about during the semester. Students will complete a 5-10 minute podcast every two weeks, beginning September 17th. Each podcast must be accompanied by a blog entry discussing the production of the podcast. At least three of these podcast should be video-based. Students are required to review the blog entries, listen to and comment on the podcast for each of their colleagues. Comments are due by the following week of each podcast and the podcasts will be discussed in class. Each student will complete an additional video podcast specifically for inclusion in Texas Tech's iTunes University.

Podcast Comments (15%): Students are required to review each others podcasts and blog entries and comment on them, providing constructive criticism, and suggestions. Students must maintain their blogs and keep track of questions being asked.

TTU iTunes Podcast (10%): In addition to their regularly scheduled podcast, students will be responsible for contributing an additional video podcast specifically for Texas Tech's iTunes University site. The due date for this assignment will be determined later.

All podcasts will be posted on iTunes University and video podcast must also be posted on YouTube.

Presentation (3%): Each student will sign up to present a blog they are interested in to the class.

Quizzes (4%): Quizzes can come from lecture, readings (including Atomic Learning)

Final Paper (8%): Each student will also write a 5-page paper dealing with some aspect of new media due November 26th. Papers will be presented to the class on November 26th and December 3rd.

TEXTS: None, readings will be online. Some of your reading assignments will be from Atomic Learning. Atomic Learning can be accessed at: <http://highed.atomiclearning.com/highed> username: mcom_emic password: mcomttuem

SUPPLIES: 512MB or larger USB drive

ATTENDANCE: This class only meets once a week. I expect students to be here. You are allowed one unexcused absence. Each additional unexcused absence will result in the deduction of 5 points from your final grade. If you need to be absent for official Texas Tech business you must notify the instructor at least one week prior to the absence with (1) a memo on official TTU letterhead (not a photocopy) and (2) an e-mail with contact information from the TTU advisor. If you do not meet these requirements for an "official TTU business absence", you will be counted absent for the day(s) you missed class. Absences caused by extended illness or hospitalization will be considered as excused absences. The student is responsible for bringing adequate documentation and ensuring that their attendance is properly recorded.

NO FOOD OR DRINKS ARE PERMITTED IN THE LAB. Violations will result in the student being dismissed from class or lab for the day and cause the student to be considered absent for the day. A third violation will result in the student failing the course. If any of the lab equipment malfunctions, get assistance from the computer lab supervisor Mark Mamawal, the lab assistant on duty, or the instructor. **DO NOT ATTEMPT TO REPAIR THE EQUIPMENT YOURSELF. UNDER NO CIRCUMSTANCES ARE YOU TO INSTALL SOFTWARE ON THE COMPUTERS IN THE LABS.** IT Staff do not provide software support.

CIVILITY IN THE CLASSROOM: Students are expected to assist in maintaining a classroom environment that is conducive to learning. In order to assure that all students have the opportunity to gain from time spent in class, unless otherwise approved by the instructor, students are prohibited from engaging in any form of distraction. Inappropriate behavior in the classroom shall result, minimally, in a request to leave the class. Disruptive behavior includes, but is not necessarily limited to: leaving cell phones and beepers on, eating and drinking in the classroom, excessive tardiness, leaving the lecture early, making offensive remarks, missing deadlines, prolonged chattering, reading newspapers during class, sleeping, talking out of turn, shuffling backpacks or notebooks, demanding special attention. Before each class, please turn off or silence all cell phones, beepers, alarms, or any other electronic noise-making device. Please be aware that mobile phones are not supposed to be used in the Mass Communications Building except in private offices.

SPECIAL ARRANGEMENTS: The University is committed to the principle that in no aspect of its programs shall there be differences in the treatment of persons because of race, creed, national origin, age, sex, or disability, and that equal opportunity and access to facilities shall be available to all. If you require special accommodations in order to participate, please contact the instructor at 742-6500 ext. 229 or in his office, MCOM 218. Students should present appropriate verification from Disabled Student Services, Dean of Students Office. No requirement exists that accommodations be made prior to completion of this approved University process.

HOLY DAY OBSERVANCE: A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence if, not later than the fifteenth day after the first day of the semester, the student has notified the instructor of each scheduled class that the student would be absent for a religious holy day.

EM&C 4300 COURSE SCHEDULE (Subject to change, other readings may be added)**Readings will be posted on the course blog.**

Date	Class Topic	Readings (due date listed)	Assignment /Notes
Aug. 27	Course Introduction What is a podcast Discussion of topics		
Sept. 3	No Class – Labor Day	No Class – Labor Day AL – 17959-17979	No Class – Labor Day
Sept. 10	Selection of topics Writing and recording your first podcast Blogging	AL – 17980-18023 AL – 24865-24885	
Sept. 17	More on blogging		Podcast #1 Due
Sept. 24	RSS		Comments on podcast #1
Oct. 1	More on RSS		Podcast #2 Due Sunday
Oct. 8	YouTube		Comments on podcast #2
Oct. 15	Web 2.0		Podcast #3 Due Sunday
Oct. 22	New Media and Entertainment		Comments on podcast #3
Oct. 29	New Media and Politics		Podcast #4 Due Sunday
Nov. 5	New Media and Education		Comments on podcast #4
Nov. 12	New Media, Copyright, and Patents		Podcast #5 Due Sunday
Nov. 19	The Social Implications of New Media		Comments on podcast #5
Nov. 26	Technology Discussion		Podcast #6 Due Sunday Paper Due
Dec. 3	Technology Discussion Review of final podcast		Comments on podcast #6