MLS 6220: Communication, Technology & Society

Course Date: August 23, 2004 to December 10, 2004
Instructor: Dr. Jackie Layng
Office: UH 4700B
Office Hours: Tuesday & Thursday, 12:15PM-2PM (UH), 3:15PM-4:00PM (RH)
Phone: (419) 530-4674
Email: Please use my class email address
Fax: (419) 530-4771

Required Material: Media Design: The Practice of Communication Technologies by Layng & Rosner. Print out or copy article readings.

COURSE OBJECTIVES:
To develop the ability to produce digital/multimedia presentations, proficiently utilize the Internet, and critically analyze the issues in communication technology such as media, policy and strategic planning. The goal of this course is technology literacy. The students will also develop a thorough understanding of the ever-emerging field of communication technology and its affect on society.

ASSIGNMENTS:
This course consists of a digital presentation, a paper; three article critiques and a final exam. Detailed requirements for the paper, presentation, and article critiques are included in the syllabus. All assignments must be word processed with 1-inch borders and double-spaced. Plagiarism will not be tolerated and will result in an F in the course. Each graded assignment is evaluated and credited on its own merits, utilizing criteria discussed in class. Completion of all assignments is required, including class assignments that are not graded. No late assignments or make-ups will be accepted. This is a distance education course and material can be sent in from any location. Therefore, there is no need to miss a deadline. This includes posting to the discussion board.

CLASS PARTICIPATION:
Students should locate and read the assigned material in advance of the date it is listed and be prepared for discussions. All students must engage in the article critique discussions or receive a zero for participation points. Students must post questions, thoughts, and ideas on the discussion board weekly. You will be expected to work and perform at a level required for a graduate level course. Please feel free to contact me if you have any questions.

COURSE SCHEDULE - This information should be considered a guideline for students. Assignments, dates, etc. may change as needed during the semester.

Week 1 – Introduction to New Technologies, The Medium is the Message (8/23) (CH. 1-2) (Fill out student email surveys to instructor & Post to Discussion Board)

Week 2 – Perception (CH. 3) (Post to Discussion board) (8/30)

Week 3 – Visual Technology (CH. 4) (Post to Discussion board) (9/6)

Week 4 – Audio & Video Technology (CH. 5-6) (Post to Discussion board) (9/13)

Week 5 - Digital Presentations (CH. 7) (Post to Discussion board) (9/20)

Week 6 – Graphic Design for the WWW (CH. 8) (Post to Discussion board) (9/27)

Week 7 - Default Design, New Technologies (CH. 9 & 10) (10/4) (Post to Discussion board)

Week 8 – POST S. PRESENTATIONS ON DISCUSSION BOARD 10/11 by 5 PM (10/11) (Post feedback on other presentations on the Discussion Board)
Week 9 - Model Article Discussion on Technological Autonomy and Three
(10/18) Definitions of Technology by James B. McOmber
(10/25) Barlow Lyde & Gilbert (Post to Discussion board on Monday)

Week 10 – Cyber Crime – A New breed of criminal? by Kit Burden & Creole
(11/1) Post to Discussion board on Monday)

Week 11 – Distance Learning - A Personal history by Inabeth Miller
(11/5) Paper Due by 11/5 at 5PM

Week 12 – Power and the digital divide by Jeremy Moss
(11/8) Post to Discussion board on Monday

Week 13 – Cyberstalking and Internet pornography: Gender and the gaze by
(11/15) Alison Adam (Post to Discussion board on Monday)

Week 14 – Silent Voices: Analyzing the FCC “Media Voices” criteria limiting local
(11/22) radio-television cross-ownership by Loy A Singleton & Steven C.
Rockwell (Post to Discussion board on Monday)

Week 15 – My Scale or your meter? Evaluating methods of measuring the Internet
(11/29) by Giampiero Giacomello & Lucio Picci (Post to Discussion board on Monday)

Week 16 - FINAL EXAM DUE No Later than FRIDAY April 10th by 5PM
(12/6)

COURSE GRADING PLAN GRADE SCALE

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<thead>
<tr>
<th>Percentage</th>
<th>Grade A</th>
<th>Grade B</th>
<th>Grade C</th>
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<tbody>
<tr>
<td>10% - Article Critique 1</td>
<td>100 to 93</td>
<td>90 to 87</td>
<td>76 to 73</td>
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<tr>
<td>10% - Article Critique 2</td>
<td>92 to 90</td>
<td>86 to 83</td>
<td>77 to 70</td>
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<tr>
<td>10% - Article Critique 3</td>
<td>89 to 87</td>
<td>82 to 80</td>
<td>69 to 67</td>
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<tr>
<td>20% - Presentation</td>
<td>86 to 83</td>
<td>82 to 80</td>
<td>66 to 63</td>
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<tr>
<td>20% - Paper</td>
<td>82 to 80</td>
<td>79 to 77</td>
<td>66 to 63</td>
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<tr>
<td>20% - Final Exam</td>
<td>C+ = 79 to 77</td>
<td>F = 59 and below</td>
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<td>10% - Class Participation</td>
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Pick one of these topics for your Paper/Presentation Topics

<table>
<thead>
<tr>
<th>Digital TV</th>
<th>Egovernment</th>
<th>Digital Video</th>
<th>Multimedia</th>
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<tr>
<td>MP3 Technology</td>
<td>Online Service Providers</td>
<td>Computer Graphics</td>
<td>E-Books</td>
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<td>Virtual Reality</td>
<td>.COM Companies</td>
<td>Digital Phone</td>
<td>Wireless Technology</td>
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<td>Digital Radio</td>
<td>Artificial Intelligence</td>
<td>WEB Authoring</td>
<td>Satellite Technology</td>
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Assignments:

PRESENTATION: Due by Monday of Week 8 by 5:00 PM (Post to Discussion Board)
This assignment will consist of a minimum of fifteen slides. The digital presentation uses PowerPoint software incorporating graphics, text, scanned images, sound, and possibly video. The topic should cover an emerging new technology and highlight the detailed research paper. The presentation will be analyzed for content (sources) and performance (delivery). Three to five sources should be cited within the presentation and it should include: an Introduction (purpose statement, attention getter, preview), a body (minimum three points), and a conclusion (review, summary, and closing statement). The presentation should be posted to the discussion board as an attachment for the entire class to observe.

PAPER: Due by Friday of Week 11 by 5:00 PM (email to instructor as MS Word attachment)
This assignment will consist of a minimum 10 - 15 page paper on the new technology covered in the presentation. It must be double-spaced with 1-inch top, bottom, left, and right borders. The paper should include the development of the technology (history), its impact on individuals/society, analysis and a summary pointing to the future. A minimum of ten sources must be cited.
ARTICLE CRITIQUES: Due on the scheduled day according to the syllabus (Post to D. Board on Monday before 5PM)
This assignment will consist of searching for the assigned articles on the Internet or at the library in journals, printing it out, reading it and leading a class discussion with a mini-lecture done in PowerPoint. The discussion will consist of defining what the article was about, its findings, how it came to these findings, does the article support these findings, what are the article’s weaknesses, do you agree or disagree with the findings and why, and does it spur further research.

The student will open with a mini lecture on the article, produced in Power Point, answering the above questions. This lecture will be attached to the discussion board and then the student will lead the class in discussing the article and their analysis on the discussion board. The class is expected to participate in the discussions as well as take notes from class discussion since this material will be included on the final exam and for participation points.
(You may pick three articles until the Monday of week 3 at which time I will assign articles not selected)

DISCUSSION BOARD: Due weekly on or before Friday 5PM or it will not count (You are required to post in depth and often during the week to earn participation points)

You are to post to the discussion board every week. The first eight weeks of class, the discussion will center on media design and how to design a successful mediated message. You will apply these theories and principals in producing your student presentation.

The last eight weeks of class, the discussions will center on the assigned articles. You are responsible for locating the articles. These articles can be found in various places such as on the Internet, the electronic journal center and in hard copy journals found at the library. You may have to get a library loan so look for the articles as soon as possible. Be prepared to discuss each article in depth.