

## New technologies in mass communication

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**Office hours**

GAB 102-D

M & W 2:30 - 4 p.m.

And by appointment

Open-door policy

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**Course description:** This course is for media workers who want to learn through dialogue and *doing*. New Technologies in Mass Communication explores the process of media innovation from the professional perspectives of working journalists while scrutinizing digital and social media's influences on contemporary U.S. society. Using a human-centered design approach, this course will help participants place new media technologies into historical, social and economic context as they collaborate in teams to identify -- and create -- information solutions for diverse media audiences.

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**Course objectives:** Together we will learn about the competing interests at work in reporting, producing and sharing information in the digital age. We will learn how to apply a human-centered design approach in new media, and will collaborate to learn best practices for using digital and social media tools in 21st-century journalism and mass communication.

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**Required readings:** Required readings are linked in the syllabus and/or posted on Blackboard. There is no required textbook for this class.

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**Required materials:**

Subscription to [Lynda.com](https://www.lynda.com) (sponsored through UNT)

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**Grades:** Your learning will be assessed in the following four class components. There is a rubric associated with each component.

Leading a group discussion: 10 percent

Reflective writing exercises: 30 percent

Completion of online courses: 30 percent

Team project and presentation: 30 percent

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**Leading a group discussion:** Throughout the term, we will work as a group to discuss the assigned reading for each of our face-to-face meetings. However, each reading will have a facilitator and a recorder assigned to lead the discussion, organize our ideas, and keep the conversation flowing. These roles will be assigned at random on the day we meet, so everyone should come prepared having read the material, and having the ability to facilitate the discussion. Your grade will be earned based on completion of the tasks described in our reading by Patricia Soranno. A rubric will be posted ahead of our first group discussion on Jan. 25.

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**Course meeting schedule + readings:**

**Jan. 18**      **Introduction and human-centered design workshop overview**  
                  **“The People Formerly Known as the Audience”**

- Jan. 25**      **Read for class:**  
**Marshall McLuhan's "The Medium is the Message"**  
**The Webb report on digital trends for 2017**
- Feb. 1**        **Online class module: Online Marketing Fundamentals**
- Feb. 8**        **Read for class:**  
**Ruggerio: "Uses & Gratifications in the 21st Century" (two facilitators and recorders)**  
**<http://mediashift.org/2016/12/state-video-2016/>**  
**Reflective writing exercise No. 1 due at the beginning of class today.**
- Feb. 15**      **Online class module:**  
**Shooting with iPhone 5s and**  
**Introduction to Video Editing with Ashley Kennedy**
- Feb. 22**      **Read for class:**  
**Normative Theories of Digital Journalism**  
**Opportunities for Journalists Who Get Metrics**  
**In class: Risks and rewards of working with Big Data;**
- March 1**      **Online module: Google Analytics Essential Training**

- March 8**      **Read for class:**  
**Anderson: “Deliberative, Agonistic, and Algorithmic Audiences: Journalism’s Vision of its Public in an Age of Audience Transparency” (three facilitators and recorders)**  
**Reflective writing exercise No. 2 due at the beginning of class today.**
- March 15**      **SPRING BREAK**
- March 22\***      **Read for class: Royal: “Data Journalism: An Explication”**
- March 29**      **Online module: Data Visualization Fundamentals**
- April 5**      **Read for class: Gruzd, Wellman & Takhteyev:**  
**“Imagining Twitter as an Imagined Community”**  
**In class: Developing modern ethics for social-media reporting**
- April 12**      **Online modules: SEO Fundamentals + SEO Tools Fundamentals**
- April 19\***      **Guest speaker: Amy Webb, tech trends**  
**Read for class: TBA**  
**Reflective writing exercise No. 3 due at the beginning of class today.**
- April 26**      **Online modules: SEO Link Building in Depth + SEO Keyword Strategy in Depth**

**May 3**      **Last day of class: Team presentations from HCD workshop**

**MSOJ Grad Syllabus Statements****JOURNALISM REQUIREMENTS & GUIDELINES****RE-TAKING FAILED JOURNALISM CLASSES**

Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for one calendar year after the date you received the second failing grade. Once a student has waited one calendar year after failing a course twice, the student may submit a written appeal to the director to be approved to enroll a third time. Students will not be allowed to re-take a failed journalism course more than three times.

**TEXTBOOK POLICY**

The Mayborn School of Journalism doesn't require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

**FIRST CLASS DAY ATTENDANCE**

Journalism instructors reserve the right to drop any student who does not attend the first class day of the semester.

**OFFICE HOURS**

I'll be in my office from 2:30 to 4:30 p.m. Mondays and Wednesdays; other office hours are available by appointment. My virtual office is always open; just email me, and I promise to respond within 24 hours, except on weekends.

**ATTENDANCE**

One absence in the course is the limit without penalty toward your final grade, unless you have communicated with me from the beginning about an extraordinary problem. Coming to class late or leaving early may constitute an absence for that day. This is a seminar course, and it requires your attendance and participation each class meeting.

**ACADEMIC ADVISING**

Students should meet with their Academic Advisor at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis to ensure that you are on track for a timely graduation.

- It is imperative that students have paid for all enrolled classes. **Please check your online schedule daily through late registration to ensure you have not been dropped for non-payment of any amount.** Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc. MSOJ will not be able to reinstate students for any reason after late registration, regardless of situation. It is the student's responsibility to ensure all payments have been made.

**IMPORTANT DATES FOR SPRING 2017**

January 16, 2017	MLK Day (university closed)
January 13–20, 2017	Student-requested schedule changes may be made during add/drop.
January 17, 2017	First class day
January 20, 2017	Last day for change of schedule other than a drop. (Last day to add a class.)
January 31 – April 4, 2017	Student may drop a course with written consent of instructor.
February 24, 2017	Last day for change in pass/no pass status.
February 24, 2017	Last day to drop a course or withdraw from the university with a grade of W for courses a student is not passing. After this date a grade of WF may be recorded.
February 25 – April 21, 2017	Instructors may drop students with a grade of WF for nonattendance.
March 13-19, 2017	Spring break (no classes)
April 17, 2017	Beginning this date a student who qualifies may request a grade of I, incomplete. (See "Grading system" in the Academics section of this catalog.)
April 21, 2017	Last day to withdraw from the semester. Process must be completed by 5 p.m. in the Dean of Students Office.
May 3–4, 2017	Pre-finals days
May 4, 2017	Last class day
May 5, 2017	Reading day (no classes)
May 6–12, 2017	Final examinations
May 12, 2017	End of term
May 12–13, 2017	Graduation ceremonies

**ACADEMIC ORGANIZATIONAL STRUCTURE**

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, please follow the step outlined below:

Individual Faculty Member/Advisor

Director, Mayborn Graduate Institute

Dean, Mayborn School of Journalism

### **OFFICE OF DISABILITY ACCOMMODATIONS**

The University of North Texas and the Mayborn School of Journalism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at 940.565.4323.

### **COURSE SAFETY STATEMENTS**

Students in the Mayborn School of Journalism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

### **ACADEMIC DISHONESTY**

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works *without* full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook. In my classes, if I find evidence of plagiarism or fabrication in your assignments, you will earn a zero for that assignment.

### **MSOJ ACADEMIC INTEGRITY POLICY**

The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of



Journalism embraces these tenets and believes that academic dishonesty of any kind – including plagiarism and fabrication – is incongruent with all areas of journalism. The school's policy aligns with UNT Policy 18.1.16 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

### CLASSROOM POLICIES

The Mayborn School of Journalism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

### FINAL EXAM POLICY

Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts.

### ACCESS TO INFORMATION

As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site [www.my.unt.edu](http://www.my.unt.edu). If you do not regularly check EagleConnect or link it to your favorite e-mail account, please do so, as this is where you learn about job and internship opportunities, MSOJ events, scholarships, and other important information. The website that explains Eagle Connect and how to forward your email: <http://eagleconnect.unt.edu/>

### IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in multiple on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

- (1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
- (2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

**Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email [international@unt.edu](mailto:international@unt.edu)) to get clarification before the one-week deadline.**

### **EMERGENCY NOTIFICATION & PROCEDURES**

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at [www.my.unt.edu](http://www.my.unt.edu). Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, your instructor will communicate with you through Blackboard regarding assignments, exams, field trips, and other items that may be impacted by the closure.

### **STUDENT PERCEPTIONS OF TEACHING (SPOT)**

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The short SPOT survey will be made available **April 24 – May 6** to provide you with an opportunity to evaluate how this course is taught. For the Spring 2017 semester you will receive an email from "UNT SPOT Course Evaluations via *IASystem* Notification" ([no-reply@iasystem.org](mailto:no-reply@iasystem.org)) with the survey link. Please look for the email in your UNT email inbox. Simply click on the link and complete your survey. Once you complete the survey you will receive a confirmation email that the survey has been submitted. For additional information, please visit the spot website at [www.spot.unt.edu](http://www.spot.unt.edu) or email [spot@unt.edu](mailto:spot@unt.edu).

### ***Acceptable Student Behavior:***

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at [www.deanofstudents.unt.edu](http://www.deanofstudents.unt.edu).

### **SEXUAL DISCRIMINATION, HARRASSMENT, & ASSAULT**

UNT is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these acts of aggression, please know that you are not alone. The federal Title IX law makes it clear that violence and harassment based on sex and gender are Civil Rights offenses. UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more.

UNT's Dean of Students' website offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs: [http://deanofstudents.unt.edu/resources\\_0](http://deanofstudents.unt.edu/resources_0). Renee LeClaire McNamara is UNT's Student Advocate and she can be reached through e-mail at [SurvivorAdvocate@unt.edu](mailto:SurvivorAdvocate@unt.edu) or by calling the Dean of Students' office at 940-565-2648. You are not alone. We are here to help.

STATEMENTS OF STUDENT LEARNING OUTCOMES  
Statement of Student Learning  
Outcomes, UNT Mayborn School of Journalism

Since 1969, the UNT Department of Journalism (Mayborn School of Journalism effective September 1, 2009) has been accredited by the Accrediting Council on Education in Journalism and Mass Communication. This national accreditation also extends to the Mayborn Graduate Institute of Journalism, the only accredited professional master's program in Texas. About one-fourth of all journalism and mass communication programs in the United States are accredited by ACEJMC. National accreditation enhances your education here, because it certifies that the department and graduate institute adhere to many standards established by the council. Among these standards are student learning outcomes, covered by journalism courses in all sequences.

This course, JOUR 5320, will help to meet the student learning outcomes that have been checked by your professor, Dr. Meredith Clark.

Each graduate must:

- Understand concepts and apply theories in the use and presentation of images and information
- Think critically, creatively and independently
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
- Apply tools and technologies appropriate for the communications professions in which they work