



MASSCOMM 260
Introduction to Mediated Communications

Fall 2017 – 3 credits – Online

Catalog Description

Introduces the basic concepts of mediated communication and will explore ways in which human-to-human communication interactions have been influenced or altered through the use of technology. The course will examine the history of mediated communications with a critical view of their effects on society. We will discuss the role of mediated communication in contemporary life by exploring emerging communication technologies for news, information and research.

Quick Links

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The current version of the course syllabus will be uploaded to BOLT with the revision date included in the file name



Instructor: Dennis Owen Frohlich, Ph.D.
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Office Hours

Mondays: 9:00-9:50 a.m.; 11-11:50 a.m.

Wednesdays: 4:00 to 5:40 p.m.

Fridays: 9:00-9:50 a.m.; 11-11:50 a.m.

If these times do not work, please email me three (3) possible times that work better for you.

Required Materials

There are no required textbooks or materials for this course. Every week there will be several online readings which supplement the video lectures, tutorials, and assignments.

Course Objectives

After successful completion of this course, students will be able to:

- Students will describe the history and theory of current communications technologies.
- Students will recognize ethical and legal issues with mediated communication when using it to communicate with the mass public.
- Students will identify how communications media history has led to our current technologies and be able to forecast new media trends.
- Students will critique the role of mediated communication on culture and society.

Class Meetings

Because this class is online, there are no set meeting times. There are, however, assignments, readings, and lectures every week. This course requires a lot of work and it's easy to fall behind if you take a week off. I recommend that you set aside 2-3 blocks of time each week to devote to this course. If you can develop a routine, you will be most successful in this course.

Grading

Grades are calculated by totaling all points from graded work, based on the following scale:

A	925-1,000	C	720-779
A-	900-924	C-	700-719
B+	880-899	D+	680-699
B	820-879	D	600-679
B-	800-819	F	0-599
C+	780-799		

The grading scale is non-negotiable. A final grade of 879, for instance, is a B. All grades are final unless questions about grades are addressed in writing within **2 weeks** after the grade is posted. If you have concerns about your grades check with me *sooner* in the semester rather than *later*.

The reason I do not round up grades is to remain fair for all students. If I round up a grade for a student who is one point below the cut-off, what do I do for the student who is 2 points below the cut-off? Three points? Five? At some point, there has to be a cut-off to ensure fairness.

Assignment Descriptions

The following are brief descriptions of your assignments this semester. More detailed directions will be given in class. Grading rubrics can be found on BOLT.

Discussions (10 points each; 80 points total)

About every other week, you will have a short discussion prompt to respond to. Many of these prompts correspond with the topics under examination in the readings and lectures that week. You will be broken into discussion groups of roughly 6-8 students, and remain in these groups the entire semester. That way, you will get to know a few classmates in the course.

Analyses (30 points for the first one, 60 points for 7 others; 450 points total)

We will spend significant time looking at contemporary issues on social media. You will write 8 analyses total: 5 based on social media platforms (Facebook, YouTube, Twitter, and two platforms of your choice), and 3 based on organizations utilizing social media for professional purposes (news organization, business, and celebrity). These analyses will be posted to WordPress, and will include ample multimedia.

Podcast (Practice 1, 30 points; Practice 2, 60 points)

Podcasts are a popular form of media, and a new spin on the first electronic form of media, radio. These first two assignments will get you acquainted with how to record and edit audio.

Podcast: Older Adult Interview (120 points)

While most young people are intimately familiar with social media, they aren't the only ones communicating online. Believe it or not, people a generation or two older than you are also very active! For this assignment, you will interview a person 55+ years old about their social media habits. You will use this interview as the basis for your final podcast.

Final Analysis: Social Media Controversy (10 points proposal; 250 points blog post)

Your last analysis posted to WordPress will function as the final for this course. You will examine a current or historical social media controversy and connect it to communication theories under discussion all semester. You will evaluate the role of social media in shaping how this controversy began, was inflamed, and finally settled.

Late Work

Please read the syllabus carefully to know how to turn in assignments and when they are due. When submitting assignments electronically, you will have a 10-minute grace period to account for possible issues when uploading your assignment, after which time the assignment will be considered late. Please do not wait until the last minute to submit assignments.

Assignments turned in late will receive a 25% penalty. Late work will **only** be accepted for **24 hours** after the due date. Work turned in later than 24 hours will not be accepted.

If you are going to miss class or a due date, please notify me **BEFORE THE DUE DATE** if at all possible. If you have an excused absence, I will still accept your assignment.

Special Needs

Any students eligible for classroom accommodations are invited to meet with me to discuss their concerns and to present their disclosure forms from the Students with Disabilities Center. Our university provides reasonable accommodations to students who have documented disabilities. If you have a documented disability that requires academic accommodations and are not registered with the Students with Disabilities Center, please contact this office in the Warren Student Services Center, Room 043 as soon as possible to establish your eligibility.

Students with Disabilities Center

<http://www.bloomu.edu/disabilities>

Warren Student Services Center, Room 043

Phone: 570-389-4491

If you become sick, or have a major personal crisis, please let me know as soon as possible so I can help you work around it. When I was an undergraduate, I was very sick one semester and missed a lot of classes, but my professors were willing to work with me. I'm sensitive to these issues and want to work with you, but if you do not tell me there's a problem I cannot help you.

Week	Date	Activities
1	Monday, Aug. 28	<p>Monday, Aug. 28: CLASS BEGINS</p> <p>Video Lectures (53:26 total)</p> <ul style="list-style-type: none"> • 1.1 Course Introduction (13:35) • 1.2 Succeeding an Online Course (11:04) • 1.3 What is Mediation? (13:44) • 1.4 What’s “New” about New Media? (15:03) <p>Lynda.com Tutorials</p> <ul style="list-style-type: none"> • If you’ve never used WordPress, spend some time reviewing the following Lynda.com tutorial: WordPress Essential Training by Morten Rand-Hendrikson. Check the Week 1 Overview on BOLT for specific videos to watch. <p>Read</p> <ul style="list-style-type: none"> • Course Syllabus, Discussion Group Guidelines, and Academic Honesty and Plagiarism Policies (START HERE module on BOLT) • Have smartphones destroyed a generation? • Attention, and other 21st-Century social media literacies • What is social media and how did it grow so quickly? <p>Assignments</p> <ul style="list-style-type: none"> • Email Dr. Dennis your WordPress URL. DUE Sunday, Sept. 3 at 11:55 p.m.
2	Monday, Sept. 4 Tuesday, Sept. 5	<p>Monday, Sept. 4: Labor Day – No Classes Tuesday, Sept. 5: ADD/DROP ENDS</p> <p>Video Lectures</p> <ul style="list-style-type: none"> • 2.1 Creating Compelling Blog Posts • 2.2 Formatting Blog Posts • 2.3 Social Media Platforms • 2.4 Why Do So Many Platforms Exist? <p>Read</p> <ul style="list-style-type: none"> • The secrets to creating perfect social media posts • A fool-proof formula for easily creating compelling content <p>Assignments</p> <ul style="list-style-type: none"> • Discussion 1, Mediation. Initial Post due to BOLT by Thursday, Sept. 7 at 11:55 p.m. Replies due by Friday, Sept. 8 at 11:55 p.m. • Analysis 1, Facebook. Due to WordPress and BOLT by Sunday, Sept. 10 at 11:55 p.m.

Week	Date	Activities
3	Monday, Sept. 11	<p>Video Lectures</p> <ul style="list-style-type: none"> • 3.1 Social Media: Interpersonal and Mass Media • 3.2 Theories of Mediated Communication pt. 1 • 3.3 Theories of Mediated Communication pt. 2 <p>Read</p> <ul style="list-style-type: none"> • Why social media isn't social • Tong & Walther (2011). Chapter 6: Relational maintenance and CMC [pdf reading] • Korn (2015). #FuckProp8: How temporary virtual communities around politics and sexuality pop up, come out, provide support, and taper off [pdf reading] <p>Assignments</p> <ul style="list-style-type: none"> • Analysis 2, YouTube. Due to WordPress and BOLT by Sunday, Sept. 17 at 11:55 p.m.
4	Monday, Sept. 18	<p>Video Lectures</p> <ul style="list-style-type: none"> • 4.1 Defining Podcasting • 4.2 The Next Evolution in Radio • 4.3 Types of Podcasts • 4.4 Using Lynda.com <p>Lynda.com Tutorials</p> <ul style="list-style-type: none"> • Begin Producing Professional Podcasts with Richard Harrington. Check the Week 4 Overview on BOLT for specific videos to watch. <p>Read</p> <ul style="list-style-type: none"> • From 2003 to 2016: The astounding growth of podcasting [Infographic] • What's behind the great podcast renaissance? <p>Assignments</p> <ul style="list-style-type: none"> • Discussion 2, Identity. Initial Post due to BOLT by Thursday, Sept. 21 at 11:55 p.m. Replies due by Friday, Sept. 22 at 11:55 p.m. • Analysis 3, Twitter. Due to WordPress and BOLT by Sunday, Sept. 24 at 11:55 p.m.

Week	Date	Activities
5	Monday, Sept. 25	<p>Video Lectures</p> <ul style="list-style-type: none"> • 5.1 Organizing on Social Media • 5.2 Groups and Communities • 5.3 Beyond Memes • 5.4 Fact-checking Social Media <p>Lynda.com Tutorials</p> <ul style="list-style-type: none"> • Begin Learning Audacity with Garrick Chow. Check the Week 5 Overview on BOLT for specific videos to watch. <p>Read</p> <ul style="list-style-type: none"> • Beyer (2014). Chapter 2: Anonymous: Carnival to mobilization [pdf reading] • Why ISIS is winning the social media war • #BlackLivesMatter and the power and limits of social media • How Black Lives Matter uses social media to fight the power <p>Assignments</p> <ul style="list-style-type: none"> • Podcast Practice 1 due to BOLT by Sunday, Oct. 1 at 11:55 p.m.
6	Monday, Oct. 2	<p>Video Lectures</p> <ul style="list-style-type: none"> • 6.1 The Appeal of Interactivity • 6.2 Power to the People • 6.3 Opening Pandora’s Box Online • 6.4 Using the Pew Research Center <p>Lynda.com Tutorials</p> <ul style="list-style-type: none"> • Continue Producing Professional Podcasts with Richard Harrington. Check the Week 6 Overview on BOLT for specific videos to watch. <p>Read</p> <ul style="list-style-type: none"> • What ever happened to the promise of participatory television?: An interview with Adam Fish. Part 2. Part 3. • Mozilla fights misinformation with a new program (and some help from FireFox users) • Of all the categories of fake news, health news is the worst <p>Assignments</p> <ul style="list-style-type: none"> • Discussion 3, Misinformation. Initial Post due to BOLT by Thursday, Oct. 5 at 11:55 p.m. Replies due by Friday, Oct. 6 at 11:55 p.m. • Analysis 4, Your Choice 1. Due to WordPress and BOLT by Sunday, Oct. 8 at 11:55 p.m.

Week	Date	Activities
7	Monday, Oct. 9	<p>Video Lectures</p> <ul style="list-style-type: none"> • 7.1 Media Ownership • 7.2 Big Money in Social Media • 7.3 The Social Media Bubble? <p>Lynda.com Tutorials</p> <ul style="list-style-type: none"> • Continue Producing Professional Podcasts with Richard Harrington. Check the Week 7 Overview on BOLT for specific videos to watch. <p>Read</p> <ul style="list-style-type: none"> • Why investors keep buying social media stocks, even if they're overvalued • Facebook, Google, and the economics of time • 10 years later, Twitter still isn't close to making money • Why Twitter can't make money off Donald Trump's insane tweets <p>Assignments</p> <ul style="list-style-type: none"> • Podcast Practice 2 due to BOLT by Sunday, Oct. 15 at 11:55 p.m.
8	Monday, Oct. 16	<p>Video Lectures</p> <ul style="list-style-type: none"> • 8.1 Social Media: Not Just for Kids • 8.2 Combatting Ageism in Social Media Discussions • 8.3 The Uprooting of Communication Conventions <p>Read</p> <ul style="list-style-type: none"> • Turkle (2011) Chapter 10: No need to call [pdf reading] • Social media use probably isn't as widespread as you think. Here's why • Tech adoption climbs among older adults <p>Assignments</p> <ul style="list-style-type: none"> • Analysis 5, Your Choice 2. Due to WordPress and BOLT by Sunday, Oct. 22 at 11:55 p.m.

Week	Date	Activities
9	Monday, Oct. 23	<p>Video Lectures</p> <ul style="list-style-type: none"> • 9.1 Streaming Video • 9.2 Technology Influences New Genres • 9.3 Hyperpersonal Relationships <p>Read</p> <ul style="list-style-type: none"> • The state and future of live video and the rise of real-time creators and audiences • How brands are live streaming video successfully • The 13 most popular types of YouTube videos <p>Assignments</p> <ul style="list-style-type: none"> • Podcast: Older Adult Interview. Due to BOLT by Sunday, Oct. 29 at 11:55 p.m.
10	Monday, Oct. 30	<p>Video Lectures</p> <ul style="list-style-type: none"> • 10.1 How to Be A Vlogger • 10.2 The Economics of YouTube • 10.3 Opinion Leaders and Competition <p>Lynda.com Tutorials</p> <ul style="list-style-type: none"> • ddfdf <p>Read</p> <ul style="list-style-type: none"> • Penenberg (2009). Chapter 1: Tupperware and Ponzi schemes—the original viral models. [pdf reading] • Penenberg (2009). Chapter 2: The first online viral expansion loop. [pdf reading] • Data from analyzing 5,000 social videos suggest that only 1 percent will go viral • Why mobile will dominate news media by 2020 • The economics of YouTube stardom • Get rich or die vlogging: The sad economics of internet fame <p>Assignments</p> <ul style="list-style-type: none"> • Discussion 4, Older Adult Interview. Initial Post due to BOLT by Thursday, Nov. 2 at 11:55 p.m. Replies due by Friday, Nov. 3 at 11:55 p.m. • Analysis 6, News. Due to WordPress and BOLT by Sunday, Nov. 5 at 11:55 p.m.

Week	Date	Activities
11	Monday, Nov. 6	<p>Video Lectures</p> <ul style="list-style-type: none"> • 11.1 Boundaries Dissolve Online • 11.2 Case Study: Social Media in China • 11.3 Social Media Norms and Laws <p>Read</p> <ul style="list-style-type: none"> • The state of Chinese social media in 2016: What you need to know • 6 Chinese social media sites you should know about <p>Assignments</p> <ul style="list-style-type: none"> • Discussion 5, Social Media Controversies 1. Initial Post due to BOLT by Thursday, Nov. 9 at 11:55 p.m. Replies due by Friday, Nov. 10 at 11:55 p.m. • Analysis 7, Business. Due to WordPress and BOLT by Sunday, Nov. 12 at 11:55 p.m.
12	Monday, Nov. 13	<p>Video Lectures</p> <ul style="list-style-type: none"> • 12.1 Controversies in Social Media • 12.2 Spreading like Wildfire • 12.3 Case Study: Assassinating the President • 12.4 Conducting Research into Social Media <p>Read</p> <ul style="list-style-type: none"> • CNN fires Kathy Griffin over offensive Donald Trump photo • Kathy Griffin: Trump is 'trying to ruin my life' after photo scandal • Pressure mounts for state senator to resign after Trump assassination comment • <p>Assignments</p> <ul style="list-style-type: none"> • Discussion 6, Social Media Controversies 2. Initial Post due to BOLT by Thursday, Nov. 16 at 11:55 p.m. Replies due by Friday, Nov. 17 at 11:55 p.m. • Analysis 8, Celebrity. Due to WordPress and BOLT by Sunday, Nov. 19 at 11:55 p.m.
13	Monday, Nov. 20	<p>Tuesday, Nov. 21: Reading Day: No Class Wednesday – Friday, Nov. 22-24: THANKSGIVING RECESS: No Classes.</p> <p>Assignments</p> <ul style="list-style-type: none"> • Final Analysis Proposal due to BOLT by Tuesday, Nov. 21 at 11:55 p.m.

Week	Date	Activities
14	Monday, Nov. 27	<p>Video Lectures</p> <ul style="list-style-type: none"> • 14.1 Early Concerns about Social Media • 14.2 Giving Away Our Identities: To What End? • 14.3 Harassment, Doxing, and Virtual Mobs <p>Read</p> <ul style="list-style-type: none"> • Andrews (2011). Chapter 2: George Orwell...meet Mark Zuckerberg [pdf reading] • Internet shaming: When mob justice goes viral • Whatever your side, doxing is a perilous form of justice <p>Assignments</p> <ul style="list-style-type: none"> • Discussion 7, Lingering Concerns. Initial Post due to BOLT by Thursday, Nov. 20 at 11:55 p.m. Replies due by Friday, Dec. 1 at 11:55 p.m.
15	Monday, Dec. 4 Friday, Dec. 8	<p>Friday, Dec. 8: LAST DAY OF CLASSES</p> <p>Video Lectures</p> <ul style="list-style-type: none"> • 15.1 Serving Your Audience • 15.2 A Free and Open Internet: Utopia? • 15.3 Keeping Up with Social Media <p>Read</p> <ul style="list-style-type: none"> • Jenkins, Ford, & Green (2013). Chapter 1: Where Web 2.0 went wrong [pdf reading] <p>Assignments</p> <ul style="list-style-type: none"> • Final Analysis: Social Media Controversy. Due to WordPress and BOLT by Thursday, Dec. 7 at 11:55 p.m. • Discussion 8, Final Analyses. Initial Post due to BOLT by Saturday, Dec. 9 at 11:55 p.m. Replies due by Sunday, Dec. 10 at 11:55 p.m.
16	Monday, Dec. 11	<p>December 11-15: FINALS WEEK</p> <p>There will be no final exam for this course. The Final Analysis functions as the final exam.</p>
17	Friday, Dec. 22	<p>December 22: GRADES AVAILABLE TO VIEW ON MyHusky</p>