



## Learning Outcomes

These are the goals for the mass communication program. Those in bold are emphasized in MCOM 3305:

- Competence with leadership skills by modeling leadership through mass communication projects and group learning experiences.
- Ability to deliver effective mass media production that is well researched and organized for its intended audience.
- **Understanding of media convergence and how to effectively communicate in the global media environment.**
- Ability to write effectively by producing media content that is grammatically and mechanically correct.
- Ability to identify cultural influences and how to apply these influences to mass communication in a global environment.
- Understanding of mass communication theory by evaluating theories in a variety of contexts, and recognizing the ethical and legal responsibilities inherent in each context.
- Understanding of professional and civic responsibilities by synthesizing mass communication principles and processes learned in the classroom in effective learning projects and/or communication internships.
- **Manage new technologies and media access issues by immersion-centered learning strategies.**

## Required Text & Other Readings

Qualman, E. (2015). *What Happens on Campus Stays on YouTube*. **ISBN-10:** 0991183525  
**ISBN-13:** 978-0991183524

Required readings will be handed out or their web links will be provided on WTClass or via social media. You will be reading a LOT, but they will be current events to help prepare you for your future. I will assign certain articles, and you will find others on your own. Whenever you see a topic in bold, that's a signal to read. Search for a recent article related to that topic from a source like Mashable, TechCrunch, Wired, etc. Depending on the day of the week, we will either discuss it in the online forum on WTClass or in class. On Thursdays, share your article link, explain the highlights AND comment on someone else's article (pay attention to instructions).

## Projects

You will receive a rubric with further details, but here is a summary:

<b>Pinterest Project</b> –	Research assigned topic and share findings via Pinterest along with summaries. (individual)
<b>Comm Week War Room</b> –	Involves event promotion, engagement and monitoring via social media and a presentation of results. (group)
<b>Case Study</b> –	Interview an organization’s communication representative about how that organization uses new media. Create a SlideShare to present the highlights. (group)
<b>Live Tweeting</b> –	Report on live events via Twitter. You <u>must</u> live tweet the Super Bowl and the Comm Week speaker, but the third event is your choice (e.g., Academy Awards, March Madness, etc.)
<b>Blog</b> –	Blog weekly on topics of your choice related to new media.
<b>Certification</b> –	Become certified with Hootsuite’s dashboard via Hootsuite University. Also complete other training through HSU.

## MCOM Major Portfolio Assignment

Each MCOM course has a designated assignment that students are asked to include in their portfolios. You are encouraged to use the case study report as the key sample assignment from MCOM 3305 New Media. Your blog should also be good to link to your portfolio website.

## Tentative Schedule

Tuesday, Jan. 19	Get to know each other; read syllabus; pre-test; assign teams for Comm Week project; Twitter basics; Storify basics
Thursday, Jan. 21	<b>Being Professional Online: Facebook, Twitter &amp; LinkedIn</b> <b>Start</b> reading Qualman’s <i>What Happens on Campus Stays on YouTube</i> . <b>Establish</b> a Twitter feed! Share your Twitter username in WTClass discussion board. If you’re creating an account for the first time, use something that easily connects
Tuesday, Jan. 26	<b>Read</b> and discuss: “When Old & New Media Meet”: <a href="http://www.simplyzesty.com/advertising-and-marketing/when-old-new-media-meet-20-innovative-examples/">http://www.simplyzesty.com/advertising-and-marketing/when-old-new-media-meet-20-innovative-examples/</a> <b>Follow</b> at least 10 “movers and shakers” from your field on Twitter.
Thursday, Jan. 28	<b>Create</b> a LinkedIn profile, work on getting it to 100% complete & connect with everyone in class. Prepare for Comm Week.

**Discuss** the first part of Ch. 1 (p. 1-36) via WTClass discussion board. Be sure to do the action items on p. 4, 6, 9, 12 (search for relevant groups) and. The action items on p. 30 and 35 are also great ideas.

Tuesday, Feb. 2

### **Digital Publishing**

**Post** useful content for people in your field on Twitter each day (M-F). Each tweet must contain original information as well as a link or photo. Gather these posts into a weekly Storify, along with your blog (see below). Place the Storify link in the appropriate WTClass drop box by the end of each week (Saturday).

**Start** a blog on Tumblr or Wordpress – you should update at least once/week. Post link by Friday and tweet it to share. This tweet may count as a daily tweet.

Thursday, Feb. 4

**Discuss** the second part of Ch. 1 (p. 37-66) via WTClass discussion board. Action items on p. 38, 48, 51, 62 are great ideas!

**LIVE TWEET** THE SUPER BOWL ON FEB. 7, 5:30 p.m., on CBS (at least 5 tweets)

Tuesday, Feb. 9

### **Curation**

**Pinterest project due.**

**Storify of Super Bowl tweets due.**

Thursday, Feb. 11

**Discuss** the last section of Ch. 1 (p 67-93) via WTClass discussion board.

Be sure your LinkedIn profile is complete & **connect** with at least 50 people on LinkedIn by class today. Prepare for Comm Week!

**COMM WEEK:** *Monday, Feb. 15:* Video Competition – 12:15 – Recital Hall; *Tuesday, Feb. 16:* Alumni Table Talk – 6 p.m. – JBK Legends; *Wednesday, Feb. 17:* Project Runway – 12:30 – foyer; *Thursday, Feb. 18:* Filmmaker Will Bigham – 6 p.m. – Legacy Hall

**REQUIRED ATTENDANCE & live tweeting for the speaker and Project Runway**

Tuesday, Feb. 16

**Promote** and **live tweet** Comm Week activities via your social media channels. You will be required to attend and live tweet the lecture Thursday night and Project Runway on Wednesday for the War Room project.

Thursday, Feb. 18

**Work** on your group Storify/presentation

You may live tweet the ACADEMY AWARDS SUNDAY, FEB. 22

Tuesday, Feb. 23

**Present** results of Comm Week project to the class

Thursday, Feb. 25

### **Social Media Management**

**Begin** Hootsuite training

**Discuss** Ch. 2 via WTClass discussion board.

Tuesday, March 1	<b>Social Media Measurement</b> Social Media Management: Hootsuite
Thursday, March 3	Social Media Management: Hootsuite <b>Discuss</b> Ch. 3 via WTClass discussion board. Action item: <b>Set up</b> a Google Alert for your name.
Tuesday, March 8	<b>Mobile</b>
Thursday, March 10	<b>Hootsuite certification due</b>
March 15, 17	SPRING BREAK ☺  You may LIVE TWEET A GAME DURING MARCH MADNESS (March 17- April 7)
Tuesday, March 22	<b>YouTube</b>
Thursday, March 24	<b>Discuss</b> Ch. 4 via WTClass discussion board. Make sure your birthdate isn't listed on social media.
Tuesday, March 29	<b>Geolocation</b>  Hootsuite – further training
Thursday, March 31	Hootsuite – further training  <b>Discuss</b> Ch. 5 via WTClass discussion board. Action item: check out one of the portfolio tools mentioned.
Tuesday, April 5	<b>Crowdsourcing</b>  <b>Hootsuite additional training due.</b>
Thursday, April 7	<b>Read</b> case studies provided.  <b>Discuss</b> Ch. 6 via WTClass discussion board. How can you be an upstander?
Tuesday, April 12	<b>Apps: Most useful? Newest?</b>  <b>Third live tweeting event Storify due.</b>
Thursday, April 14	<b>Read</b> case studies provided.  <b>Discuss</b> Ch. 7 via WTClass discussion board.
Tuesday, April 19	<b>Crises Online</b>
Thursday, April 21	<b>Read</b> case studies provided.  <b>Discuss</b> Ch. 8 via WTClass discussion board. What was your favorite? After reading other people's goals in the chapter, go back to the action item on p. 22 and tweet your #digitalcompass for your daily tweet.

- Tuesday, April 26      **New Media Equipment**
- Thursday, April 28      **Read** case studies provided.  
                                  **Discuss** Ch. 9 via WTClass discussion board. How did these examples inspire you?
- Tuesday, May 3          **Present** final project: Case Studies
- Tuesday, May 10        *FINAL (at 10:15)*

## Grading

MCOM majors must earn a “C” or better to earn credit for the course.

Assignments & Participation	20%
Pinterest Project	10%
Comm Week War Room	20% (10% indiv + 10% group)
Hootsuite Certification	10%
Live Tweeting	20%
Case Study	20%
<b>Total</b>	<b>100%</b>
90-100%	A
80-89%	B
70-79%	C
60-69%	D
0-59%	F

## Communicating with Your Professor

Email, Twitter and Facebook are great ways to reach me because you can send your question whenever it comes to mind. Please feel free to contact me with your questions or concerns. On Twitter, use the class hashtag.

I check my WTAMU email often and respond to messages as quickly as possible. I do take one day off from work email each weekend. I also check WTClass, but usually just once a day.

You need to check your WT email account and WTClass **DAILY** for announcements pertaining to class. If you do not check these regularly, you could miss very important information. WTClass will be the place to look for course materials, links, and other basic course information. We also have a Facebook group for the class (<https://www.facebook.com/WTNewMedia>) where I post stories and announcements. I will use all of these channels to communicate to you.

Review your messages thoughtfully. When communicating with a professor or employer, it should not sound the same as a text message to a buddy. Check spelling, grammar, punctuation, and clarity.

## **Classroom Policy**

In order for the classroom/discussion forum to be conducive for learning, please show respect. This would include being attentive when in the classroom and kind in your remarks online.

## **Assignments**

Professionals meet deadlines. All assignments should be submitted on time, and they are due on the assigned date even if the student is absent from class. **No late work is accepted.**

All assignments should be computer generated according to the formats given in class. Poor spelling, grammar, punctuation, organization and preparation of written work are unacceptable.

**Extra credit** is sometimes offered for assignments beyond those that are required or for attendance at speeches/events relevant to our program. All students are eligible to complete these extra credit opportunities, which will be announced in class as they arise.

## **Professionalism**

Students are expected to conduct themselves in a professional manner at all times. Take advantage of these courses -- learn necessary skills and create projects that will help you in your future career. Carefully consider each project and how it could work in a portfolio that you will show potential employers. You can use humor and demonstrate creativity, but think ahead to how this will look in an interview. Use your best professional judgment. Projects should not contain nudity, profanity, illegal activities or situations that would put you or others in danger.

## **Academic Integrity**

All work must be completed individually unless otherwise stated. Commission of any of the following acts shall constitute scholastic dishonesty: acquiring or providing information for any assigned work or examination from any unauthorized source; informing any person or persons of the contents of any examination prior to the time the exam is given in any subsequent sections of the course or as a makeup; plagiarism; submission of a paper or project that is substantially the same for two courses unless expressly authorized by the instructor to do so. For more information, see the Student Code of Life at <http://www.wtamu.edu/webres/File/Student%20Life/2014-15CodeOfStudentLife.pdf>

## **Material Content Policy**

Students should provide thoughtful and factual information on assignments. Factual errors will result in a grade reduction. All materials produced for MCOM 3305 must be created during the current semester for this particular course by the student(s) turning in the work.

### **Acceptable Student Interactions**

Classroom behavior should not interfere with the instructor's ability to conduct the class or the ability of other students to learn from the instructional program (*Code of Student Life*). Unacceptable or disruptive behavior will not be tolerated. Inappropriate behavior may result in disciplinary action or referral to the University's Behavioral Intervention Team. This prohibition applies to all instructional forums.

### **ADA Statement**

West Texas A&M University seeks to provide reasonable accommodations for all qualified persons with disabilities. This University will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to register with Student Disability Services (SDS) and to contact faculty members in a timely fashion to arrange for suitable accommodations. Contact Information: Student Success Center, CC 106; [www.wtamu.edu/disability](http://www.wtamu.edu/disability); phone 806-651-2335.

### **Accessibility of Electronic and Information Resources**

If you need email content or attachments in alternate formats for accessibility, please send your contact information and the specifics of your request to [accessibility@wtamu.edu](mailto:accessibility@wtamu.edu).

### **Evacuation Statement**

If you receive notice to evacuate the building, please evacuate promptly but in an orderly manner. Evacuation routes are posted in various locations indicating all exits, outside assemble area, location of fire extinguishers, fire alarm pull stations and emergency telephone numbers (651.5000 or 911). In the event an evacuation is necessary: evacuate immediately do not use elevators; take all personal belongings with you; report to outside assembly area and wait for further information; students needing assistance in the evacuation process should bring this to the attention of the instructor at the beginning of the semester.

### **Harassment is not Acceptable**

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, etc. If you or someone you know has been harassed or assaulted, you can find the appropriate resources here:



WTAMU Title IX Coordinator Becky Lopez – Kilgore Research Center 147 **or** call 806.651.3199

WTAMU Counseling Services – Classroom Center 116 **or** call 806.651.2340

WTAMU Police Department – 806.651.2300 **or** dial 911

24-hour Crisis Hotline – 800.273.8255 **or** 806.359.6699 **or** 800.692.4039

<https://www.notalone.gov/>

## Get Involved!

**Mass Comm FB Page:** <http://www.facebook.com/pages/WT-Mass-Comm-Program/146333218752915>

**Comm Dept FB Group:** <http://www.facebook.com/groups/wtcomm/>

If you are serious about a profession in communication, you are strongly encouraged to become an active member of the WTAMU Ad/PR Society (affiliated with America Advertising Federation & Public Relations Student Society of America), National Broadcasting Society, or the Society of Professional Journalists. Not only does membership show potential employers that you are plugged in to professional opportunities while in school, these clubs also provide networking opportunities, conference and competition experiences, as well as scholarship and internship placement. You can also gain great experience by joining the staff of either *The Prairie* or the *Eternal Flame*. Plug in!

**WTAMU Advertising & Public Relations Society:** meets on Wednesdays at 12:20 p.m., FAC 260.

**WTAMU National Broadcasting Society:** meets on Thursdays at 12:30 p.m., FAC 177

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