

COURSE DESCRIPTION:

This course is designed to help students develop an informed, critical and practical understanding of new communication media, including ways to read, write and produce in a digital environment. We will explore implications of these technologies and their uses in schools, communities, and workplaces.

COURSE OUTLINE:

Week 1	4/1	Review syllabus. Screen <i>Digital Nation</i> READ: Potter/Chapters 1-2
	4/3	Media Literacy Approach READ: Potter/Chapters 3-4 HOMEWORK: Online Discussion Question
Week 2	4/8	Understanding Audiences READ: Potter/Chapter 5 Midterm Paper (Due 4/29)
	4/10	Screen <i>Consuming Kids</i> READ: Potter/Chapters 6-7 HOMEWORK: Online Discussion Question
Week 3	4/15	Media Industries
	4/17	Screen <i>Documentary</i> READ: Potter/Chapter 8 HOMEWORK: Online Discussion Question
Week 4	4/22	Media Content READ Potter/Chapter 9
	4/24	News pt. 1 Midterm Review
Week 5	4/29	Midterm
	5/1	Screen <i>How TV Ruined Your Life</i> . Midterm Review HOMEWORK: Online Discussion Question
Week 6	5/6	News pt.2 HOMEWORK: Final Project (Due 5/29)
	5/8	Screen <i>Documentary</i> READ: Potter/Chapter 11 HOMEWORK: Online Discussion Question
Week 7	5/13	Advertising
	5/15	Screen <i>Documentary</i> READ: Potter/Chapter 12 HOMEWORK: Online Discussion Question

Week 8	5/20	Interactive Media
	5/22	Screen <i>Documentary</i> READ: Potter/Chapter 15 HOMEWORK: Online Discussion Question
Week 9	5/27	Media Issues
	5/29	Project Presentations
		Final Review
Week 10	6/3	Project Presentations
	6/5	Final Exam

*** This syllabus is subject to change at the teacher's discretion.**

Online Discussion Question: Your weekly discussion questions are located under the Discussion tab in d2l. Your discussion response must be 250 words or more and must contain at least 2 terms/concepts from the readings and lectures. Your discussion responses are formal responses (no slang, check for typos, etc...) which demonstrate your understanding of the concepts covered during the week. You are also required to respond to at least 2 of your classmate's discussion posts. These responses should, of course, be thoughtful.

Textbooks

Media Literacy by W. James Potter

Midterm Paper

Details will be provided by a supplemental handout. The midterm paper must be a minimum of 6 pages. All papers are to be typed in 12 pt. font, double-spaced. Late papers will be marked down 1/2 letter grade for everyday past the due date. Turn papers in to the D2L Dropbox with the following naming convention: **Lastname_DC105_MidtermPaper**. Projects will follow the same naming convention.

Grading

Attendance/Participation 10%, Midterm Exam 10%, Discussion Questions 20%, Midterm Paper 25%, Final Project 25%, Final Exam 10%

A = 100-93, A- = 92-90, B+ = 89-88, B = 87-83, B- = 82-80, C+ = 79-78, C = 77-73, C- = 72-70, D+ = 69-68, D = 67-63, D- = 62-60, F = 59-0. A indicates excellence, B indicates good work, C indicates satisfactory work, D work is unsatisfactory in some respect, F is substantially unsatisfactory work.

LEARNING DOMAIN DESCRIPTION:

DC 105 - Digital Media Literacies is included in the Liberal Studies program as a course with credit in the Arts and Literature domain. Courses in the Arts and Literature domain ask students to extend their knowledge and experience of the arts by developing their critical and reflective abilities. In these courses, students interpret and analyze particular creative works, investigate the relations of form and meaning and through critical and/or creative activity to come to experience art with greater openness, insight, and enjoyment. These courses focus on works of literature, art, theatre, or music as such, though the process of analysis may also include social and cultural issues. Students who take course in this domain choose three courses from such choices as literature, the visual arts, media arts, music, and theater. No more than two courses can be chosen from one department or program.

PLAGIARISM

The university and school policy on plagiarism can be summarized as follows: Students in this course, as well as all other courses in which independent research or writing play a vital part in the course requirements should be aware of the strong sanctions that can be imposed against someone guilty of plagiarism. If proven, a charge of plagiarism could result in an automatic F in the course and possible expulsion. The strongest of sanctions will be imposed on anyone who submits as his/her own work a report, examination paper, computer file, lab report, or other assignment which has been prepared by someone else. If you have any questions or doubts about what plagiarism entails or how to properly acknowledge source materials be sure to consult the instructor.