

## DC 105-101 DIGITAL MEDIA LITERACIES

Fall 2015-16 | Monday/Wednesday 2:40pm – 4:10pm | Levan 304

Instructor: Liliane Calfee

Email: [icalfee@cdm.depaul.edu](mailto:icalfee@cdm.depaul.edu)

Office Hours: Wednesday 1:00 pm – 2:30pm Levan 304 or by appointment

Return Email Policy: students can expect to receive a response within 24 hrs.

***\* This syllabus is subject to change as necessary during the quarter. If a change occurs, it will be thoroughly addressed during class, posted under Announcements in D2L and sent via email. \****

---

### 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 on the individual, social groups, and populations at large. The course also focuses on real world practices including emerging technologies that could potentially affect the distribution of all media.

### Prerequisites: NONE

### Texts

Media Literacy, 7<sup>th</sup> Edition, W James Potter

### Additional Recommended Reading (Select One)

Trust Me, I'm Lying: Confessions of a Media Manipulator | Ryan Holiday

Present Shock: When Everything Happens Now | Douglas Rushkoff

Sleepless in Hollywood: Tales from the New Abnormal in the Movie Business | Lydna Obst

Contagious: Why Things Catch on | Jonah Berger

Storytelling on Steroids: 10 stories that hijacked the pop culture conversation | John Weich

### Course Objectives

- 1) To demonstrate an informed, critical, and practical understanding of mass media (and other new media communications) and identify potential impacts on self and society.
- 2) To discover and compare real world examples of how digital media has radically transformed major industries including journalism, advertising & marketing, film distribution, as well as overall consumer behavior.
- 3) To apply digital media strategy in the context of storytelling and content creation, and relate ways to measure impact.

### Learning Domain Description

DC 105 Digital Media Literacies is included in the Liberal Studies program as a course with credit in the Self, Society, and the Modern World (SSMW) domain. Courses in the SSMW domain focus on the mutual impact of society and culture on individuals and of individuals on society and culture. Particular attention is given to human relationships and behavior as they are influenced by social, economic and political institutions, spatial and geographical factors, and the events and social and cultural forces of

modernity. This learning domain is concerned with such issues as the role of power and the bases of inequality in society and in international relations. It examines individual cognition, feelings and behavior as they affect the well being of members of society, relationships and collective life.

The domain examines the processes of human development and learning and the importance of culture in everyday life. It emphasizes the pursuit of knowledge on such matters through the development of theory and the application of methods of inquiry that draw on the empirical investigation of the modern world. Courses in the domain explore such particular issues as poverty and economic opportunity, the environment, nationalism, racism, individual alienation, gender differences, and the bases of conflict and consensus in complex, urban societies and in global relations.

### **Learning Outcomes**

- Students will use the constructs of power, diversity, and/or culture in the context of mass media transmission in order to describe examples of where, why and how inequities exist in modern society.
- Students will be able to analyze central media institutions and new digital media platforms as related to their impact on the larger society.

### **Methodological & Critical Thinking Learning Outcomes:**

- Students will be able to critically analyze research and arguments about the modern world as it relates to digital media.

### **Personal/Reflective Learning Outcomes:**

- Students will be able to reflect, in writing, upon their own role as both digital media consumers and as content creators.

### **How Learning Outcomes Will Be Met**

Every week, students write a one-page media journal entry analyzing established media institutions and/or new digital media platforms, various society groups, and themselves. Students review imbalances between these three groups and suggest the ways to correct the situation.

### **Writing Expectations**

Students in this course will demonstrate that they have mastered one or more of the learning outcomes through writing. It is expected that the equivalent of eight pages (which may be distributed across a series of assignments including papers, exams, journals, and book reviews) will be required.

### **How Writing Expectations Will Be Met**

Each writing assignment has specific goals. For example in one of the lessons, students learn how mass media programmers create marketing niches and how we, the general population, become marketing niches for the mass media. To write papers, students need to research and analyze their role in this game of marketing niches and determine whether or not they may become victims of mass media advertising.

### **Course Management**

DEPAUL D2L <https://d2l.depaul.edu>

CDM Computer Labs are available for software use outside of class –  
[http://www.cdm.depaul.edu/current\\_students/pages/labs.aspx](http://www.cdm.depaul.edu/current_students/pages/labs.aspx)

**Laptops/Cell Phones**

Use of cell phones in the class is prohibited. Please turn your phone off before entering class.

**Alterations**

The professor reserves the right to alter the syllabus at any time. Students will be apprised of any and all changes with clear instructions should they occur.

**D2L**

You will be using D2L extensively in this course. You will find links to the syllabus, course outline, discussion forums, weekly assignments, etc.

**Grading:**

Attendance & Participation	20%
Weekly Media Journals + Book Review	20%
Midterm	20%
Book Review	10%
Final Presentation	30%

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

**Attendance**

Attendance is mandatory. An absence is defined as not showing up for class, or arriving more than 15 minutes late or missing any 15-minute period during class time. I take attendance every class. 3 absences for any reason, whether excused or not, may constitute failure for the course.

**Weekly Media Journals & Book Review**

Students will be responsible for maintaining and posting a weekly media consumption journal. They will also answer a weekly topical question that they will research and provide informed commentary on. Hyperlinks should be included for the digital media content they are referencing. Journals will also call on students to reflect on in-class screenings and discussion from week-to-week. As such, attendance is both mandatory and critical to success in the class.

Each of the 8 media journal topics will be assigned on a Monday and must be posted on D2L no later than Friday at 5 pm of that same week. Late work will not be accepted.

**Midterm**

The midterm will consist of a twenty question multiple-choice test that primarily pulls from in-class lectures.

**Book Review**

Students should select one of the books listed in the recommended reading list. A two page book review is due no later than Monday, 11/16/15. The review should describe what the student felt the author's most compelling arguments were in regards to modern day media practices and how the themes in the book relate to the one of the three course objectives.

### **Final Presentations**

During the second half of the quarter, students will select **one** of two options for their final presentation. Presentations should last no longer than 10 minutes. Final presentations will occur on the scheduled final exam day, 11/23/15.

Option 1) Select a digital media platform and provide context for its influence on society. Discuss at least three ways this digital media platform has had an impact on modernity and/or society supported by real world examples. The presentation should conclude with a summary demonstrating a critical analysis of the potential positives and negatives of the digital media platform.

Option 2) Select an industry and develop a mock digital media campaign aimed at bringing visibility to a service, product, or organization of choice. The presentation should consider new wave digital media techniques and take into account current media habits. The information should be presented similarly to a pitch, clearly outlining how specific digital media strategies would be employed to increase the brand's digital media presence.

**FINAL EXAM 11/23/15 2:30-4:45pm**

**\*FINAL PRESENTATIONS PRESENTED\***

### **Final Grades**

If a student would like to contest their final grade, they must do so in writing (via email to the instructor) **within 24 hours of their final grade posting online.**

### **Course Policies (from the university)**

#### **Attitude**

A professional and academic attitude is expected throughout this course. Measureable examples of non-academic or unprofessional attitude include but are not limited to: talking to others when the instructor is speaking, mocking other's opinions, cell phones ringing, emailing, texting or using internet. If any of these issues arise a student may be asked to leave the classroom.

#### **Civil Discourse**

DePaul University is a community that thrives on open discourse that challenges students, both intellectually and personally, to be Socially Responsible Leaders. It is the expectation that all dialogue in this course is civil and respectful of the dignity of each student. Any instances of disrespect or hostility can jeopardize a student's ability to be successful in the course. The professor will partner with the Dean of Students Office to assist in managing such issues. Cell Phones/On Call: If you bring a cell phone to class, it must be off or set to a silent mode. Should you need to answer a call during class, students must leave the room in an undistruptive manner. Out of respect to fellow students and the professor, texting is never allowable in class. If you are required to be on call as part of your job, please advise me at the start of the course.

#### **Changes to Syllabus**

This syllabus is subject to change as necessary during the quarter. If a change occurs, it will be thoroughly addressed during class and posted under announcements on D2L.

### **Online Course Evaluations**

Evaluations are a way for students to provide valuable feedback regarding their instructor and the course. Detailed feedback will enable the instructor to continuously tailor teaching methods and course content to meet the learning goals of the course and the academic needs of the students. They are a requirement of the course and are key to continue to provide you with the highest quality of teaching. The evaluations are anonymous; the instructor and administration do not track who entered what responses. A program is used to check if the student completed the evaluations, but the evaluation is completely separate from the student's identity. Since 100% participation is our goal, students are sent periodic reminders over three weeks. Students do not receive reminders once they complete the evaluation. Students complete the evaluation online in [CampusConnect](#).

### **Academic Integrity and Plagiarism**

This course will be subject to the university's academic integrity policy. More information can be found at <http://academicintegrity.depaul.edu/>. If you have any questions be sure to consult with your professor.

### **Withdrawal**

Students who withdraw from the course do so by using the Campus Connection system (<http://campusconnect.depaul.edu>). Withdrawals processed via this system are effective the day on which they are made. Simply ceasing to attend, or notifying the instructor, or nonpayment of tuition, does not constitute an official withdrawal from class and will result in academic as well as financial penalty.

### **Retroactive Withdrawal**

This policy exists to assist students for whom extenuating circumstances prevented them from meeting the withdrawal deadline. During their college career students may be allowed one medical/personal administrative withdrawal and one college office administrative withdrawal, each for one or more courses in a single term. Repeated requests will not be considered. Submitting an appeal for retroactive withdrawal does not guarantee approval.

College office appeals for CDM students must be submitted online via MyCDM. The deadlines for submitting appeals are as follows:

Autumn Quarter: Last day of the last final exam of the subsequent winter quarter

Winter Quarter: Last day of the last final exam of the subsequent spring quarter

Spring Quarter: Last day of the last final exam of the subsequent autumn quarter

Summer Terms: Last day of the last final exam of the subsequent autumn quarter

### **Excused Absence**

In order to petition for an excused absence, students who miss class due to illness or significant personal circumstances should complete the Absence Notification process through the Dean of Students office. The form can be accessed at <http://studentaffairs.depaul.edu/dos/forms.html>. Students must submit supporting documentation alongside the form. The professor reserves the sole right whether to offer an excused absence and/or academic accommodations for an excused absence.

### **Incomplete**

An incomplete grade is a special, temporary grade that may be assigned by an instructor when unforeseeable circumstances prevent a student from completing course requirements by the end of the

term and when otherwise the student had a record of satisfactory progress in the course. CDM policy requires the student to initiate the request for incomplete grade before the end of the term in which the course is taken. Prior to submitting the incomplete request, the student must discuss the circumstances with the instructor. Students may initiate the incomplete request process in MyCDM.

- All incomplete requests must be approved by the instructor of the course and a CDM Associate Dean. Only exceptions cases will receive such approval.
- If approved, students are required to complete all remaining course requirement independently in consultation with the instructor by the deadline indicated on the incomplete request form.
- By default, an incomplete grade will automatically change to a grade of F after two quarters have elapsed (excluding summer) unless another grade is recorded by the instructor.
- An incomplete grade does NOT grant the student permission to attend the same course in a future quarter.

### **Students with Disabilities**

Students who feel they may need an accommodation based on the impact of a disability should contact the instructor privately to discuss their specific needs. All discussions will remain confidential. To ensure that you receive the most appropriate accommodation based on your needs, contact the instructor as early as possible in the quarter (preferably within the first week of class), and make sure that you have contacted the Center for Students with Disabilities (CSD) at: [csd@depaul.edu](mailto:csd@depaul.edu).

Lewis Center 1420, 25 East Jackson Blvd.

Phone number: (312)362-8002

Fax: (312)362-6544

TTY: (773)325.7296