COMM 2500 - Elements and Issues of Digital Media (CM)

Fall 2024

Required Materials

- Grant, A.E., & Meadows, J.H. (Editors) (2014). *Communication Technology Update*, 16th Edition. Focal Press. **ISBN:** 978-1138571365
- Nye, David E. (2007). *Technology Matters: Questions to Live With*, MIT Press, **ISBN:** 978-0262640671
  (Downloadable .pdf here:

technology-matters-questions-to-live-with-david-e-nye.pdf

- Regular access to a computer and internet.

Free online access to the textbook

1. Go to https://libweb.slcc.edu/research/ebooks (Links to an external site.)
2. In the Search box, type "Communication Technology Update".
3. Log into your MySLCC, if requested.
4. Scroll down on the result page to find the **16th** edition of the textbook
5. Click on the link for the edition you want to view.
6. Then scroll to the bottom and find the category, Online Access.
7. Click the blue link, Online Access.
8. You may need to enter your Bruinmail email.
9. You should be able to use the book online for free.

Prerequisites

None

Course Student Outcomes

Student course outcomes are attached to each Module and Assessment.

Course Description

An introduction to digital media, including an understanding of the history, trends, devices, services, practices, and societal issues associated with the rise and use of communication technologies.

The course provides a fundamental understanding of digital technologies, which provides the foundation upon which a discussion of trends and issues can be held. A solid system of analysis

should be used to discuss industry trends, rather than a random "what won't they think of next?" kind of discussion. The class focuses on several theories, which will be discussed in the course, such as:

- Information Theory by Claude Shannon
- Diffusion of Innovation Theory by Roger Clarke
- Communication Privacy Management Theory by Sandra Petronio
- Cultivation Analysis Theory by George Gerbner
- Uses and Gratifications Theory by Elihu Katz, Jay, B. Blumler, and Michael Gurevitch
- Technological Determinism by Marshall McLuhan

The discussion of digital media issues is generally addressed through the semester, so that discussion may be based upon all that has been learned about these technologies and their trends. Additional theories and perspectives from media, sociology, economics, ethics, culture, and information technology are discussed in the course. Keep in mind that this is a four credit course, the reading and workload may be more than that of a typical three credit course.

General Education Statement

This course fulfills the Communication (CM) requirement for the General Education Requirements at Salt Lake Community College. It is designed not only to teach the information and skills required by the discipline, but also to develop vital workplace skills and to teach strategies and skills that can be used for life-long learning. General Education courses teach basic skills as well as broaden a student's knowledge of a wide range of subjects. Education is much more than the acquisition of facts; it is being able to use information in meaningful ways in order to enrich one's life.

While the subject of each course is important and useful, we become truly educated by making connections of such varied information with the different methods of organizing human experience that are practiced by different disciplines. Therefore, this course, when combined with other General Education courses, will enable you to develop broader perspectives and deeper understandings of your community and the world, as well as challenge previously held assumptions about the world and its inhabitants.

General Education ePortfolio

Each student in General Education courses at SLCC maintains a General Education ePortfolio. Instructors in every Gen Ed course will ask you to put at least one assignment from the course into your ePortfolio, and accompany it with reflective writing. It is a requirement in this class for you to add to your ePortfolio, and this syllabus details the assignments and reflections you are to include. Your ePortfolio will allow you to include your educational goals, describe your extracurricular activities, and post your resume. When you finish your time at SLCC, your ePortfolio will then be a multi-media showcase of your educational experience. For detailed information visit: https://www.slcc.edu/eportfolio

Starting Fall 2016, all students new to SLCC will use Digication as their ePortfolio platform. Any students who have created ePortfolios prior to Fall 2016 on other platforms will be allowed to continue using those platform. You only need to create one ePortfolio for all your General Education courses. For Digication tutorials to get started, please go to: https://slcc.digication.com/slccnewdigicationhelpsite/welcome

After creating your ePortfolio, please link your ePortfolio URL to your MySLCC account by following these directions: copy the URL in the web address bar for your *Welcome* page (e.g. "slcc.digication.com/john-smiths-eportfolio") > log into my.slcc.edu > click on the *Academics & Records* tab > locate the *ePortfolio* section on the bottom right-side of the page > click *Submit ePortfolio* > on the left side of the page under *General Education ePortfolio* click *Submit* > paste the URL for your ePortfolio's Welcome page into the blank box underneath *Enter ePortfolio URL* > click *Save.*

If you would like in-person help with your ePortfolio please visit an ePortfolio Lab on the Taylorsville-Redwood, Jordan, or South City Campus during business hours, and staff will help you. No appointment necessary. You can also make an online or phone appointment with a lab specialist. For lab hours, locations, and appointments please look at the following site: https://www.slcc.edu/eportfolio/eportfolio-help/index.aspx

Questions regarding the ePortfolio can be directed to ePortfolio@slcc.edu.

Course Objectives

1. The student will obtain a basic knowledge of the technology of digital innovation, communication, and devices.
2. The student will acquire a general understanding of the trends in modern communication as they apply to consumers, content, distribution, and stakeholders.
3. The student will demonstrate an understanding of the social, economic, and political interactions in areas of the Web, such as life, identities and cultures, business and economics, and global communities by gathering, analyzing, synthesizing, and evaluating research data from many disciplines and predicting future outcomes.
4. The student will obtain a basic understanding of the societal issues that arise as a consequence of digital communication technology and practices, such as access, privacy, copyright, regulation, violence, etc.

Course Requirements

Web Access Needed: This course requires you to have access to the Internet since this is an online course using Canvas.

Participation/Attendance: While this class is online, active participation in the class contributes to your success. Your involvement in this course is valuable to the entire class. Plan now to check the course site and your email at least three times each week. It is difficult to participate in online activities if you are unprepared.

Assignments: Assignments will consist of activities assigned to you by the instructor via Canvas for each module. These assignments are assigned a certain number of points and should be turned in on time. Assignment deadlines are listed on the Modules link but may be modified based on the semester and course needs.

Weekly Check Points: During the semester, each digital ecosystem that you encounter will have multiple Check Points that function like quizzes. These will be related to the material presented in the ecosystem and the theories that are presented along with the digital technologies.

Class Discussions/Challenges: Prior to discussions, students will need to complete the assigned readings and assignments. It is difficult to participate if you are unprepared. Completing the readings will help you actively and intelligently participate. Class discussions occur through the Canvas website. With the rapid changes in technology, some information will be given through the Canvas website and is not in your textbook. *Please be courteous when responding to class discussions and use language that shows your intelligence and professionalism during discussions.*

Assignment Reports (Ecosystem Field Reports): Each digital ecosystem that you pass through will have a final Field Report. For these reports you will be presenting on a topic of your choosing from among the many new products, services, and devices involved in that ecosystem. You will be filling out either a SWOT or a CTE depending on the digital ecosystem.

Final Digital Ecosystem Report and Presentation: Your final report will consist of your choice of a final CTE or SWOT assignment and a presentation on a digital technology of your choice. The purpose of this presentation is to show how society is impacted by your chosen topic. **The Final Presentation is your signature assignment and will be posted to your ePortfolio along with your written reflection before the designated final report date.**

Required Assessments

Assignments/ePortfolio	15%
Quizzes (Access Points)	15%
Discussions (Challenges)	30%
CTE and SWOT Analyses (Ecosystem Field Reports and Final Field Report)	40%
TOTAL POSSIBLE	100%

Final Grades

After any adjustments for difficulty and participation, final grades will be assigned according to the following schedule:

94-100% = A   80-83% = B-   67-69% = D+

90-93% = A-   77-79% = C+   64-66% = D

87-89% = B+   74-76% = C   60-63% = D-

84-86% = B   70-73% = C-   Below 60 = E

Institutional Syllabus

There is a lot of information about college policies and students services located on the [Institutional Syllabus](#) page.

Some important dates for the semester:

Full Term 16-Week

Fall 2024

Aug. 20	Classes Begin
Aug. 28	Residency Deadline
Aug. 28	Last Day to Add Classes (Waitlist Ends)
Aug. 31	Tuition Payment Plan Application Deadline with ¼ Down
Sept. 2	Labor Day (No Classes, College Closed)
Sept. 4	Tuition Due
Sept. 10	Tuition Payment Plan Application Deadline with ½ Down
Sept. 10	Last Day to Drop Classes with 100% Refund (No refunds or adjustments after this date)
Oct. 17-18	Fall Break (No Classes)
Oct. 22	Last Day to Withdraw (No refunds)
Nov. 27	Thanksgiving Holiday (No Classes)
Nov. 28-30	Thanksgiving Holiday (No Classes, College Closed)
Dec. 5	Last Day of Classes
Dec. 5	Last Day to Apply for Fall Graduation
Dec. 6	Reading Day
Dec. 7-12	Final Exams
Dec. 13	Degree Awarding Begins
Dec. 18	Last Day to Initiate an Incomplete Grade Contract
Dec. 19	Grades Available