NEW TECHNOLOGIES OF MASS COMMUNICATION
JOUR 5320
SPRING 2018
THURSDAYS 6:30-9:20PM
SYCAMORE HALL 223

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By appointment and/or via
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DESCRIPTION
This graduate level course explores the emergence of 21st century technology, particularly computers, the Internet, and mobile applications and devices, and its impact on communication professionals, most notably journalists. The rapid change of the world economy and market economy to the “Knowledge Economy” and the “Age of Information” has meant that traditional communication fields such as journalism have had to redefine their role in society and reassess their relationship to the public. With the advent of ‘citizen journalism’ and citizen data scientists, more than ever communicators and journalists must re-train and then reorient their perspectives to integrating multiple media and multiple modalities. No more is the journalist or PR professional simply a wordsmith; now they must consider the visual, the impact of data, and the response of the audience, who are more vocal and interactive than ever before. This course will also teach students to be comfortable with computers and data while considering the weight and impact that these have on privacy, ethics, trust, and accountability.
COURSE OBJECTIVES:

A. Explore and apply new technologies to the professions of journalism and mass communication
B. Examine and discuss the emergence of digital technology, computers, and the Internet and their impact on the work of communication professionals
C. Successfully integrate the practices and principles of data literacy and digital literacy into the daily work processes of communication professionals
D. Effectively navigate the democratization of mass communication while reconciling it to the modern roles of communication professionals

PREREQUISITES: Graduate standing.

COURSE STRUCTURE: This is an on-campus course to be conducted in a computer classroom in Sycamore Hall in the Mayborn School of Journalism. This is very much a hands-on course in which all students will be expected to very actively participate and contribute to the class discussions as well as the lab work during class time.

TEXTBOOKS: No textbooks need to be purchased for this course. Dr. Bell will provide all required readings and materials via the course’s email group in Outlook or in class.

CLASS POLICIES

PROFESSIONALISM. Graduate study provides an opportunity to develop skills that are needed in career settings. Consequently, your work should be the very best you can submit. Unless otherwise noted, all written assignments should be typed, double-spaced, and conform to standard rules of English grammar, spelling, and punctuation, in APA or ASA stylized notation, but not a mixture thereof. All students should communicate respectfully with one another as well as with me. While a student is presenting their ideas, speaking up in class, or otherwise contributing, all other students are expected to be supportive and attentive. Laughing, looking at your cell phone, chatting with other students, or otherwise diverting one’s focus from the main activity of the class will result in docking of points from a student’s class participation grade. Unsupported or/and harsh criticism, flippant comments, interrupting others who are presenting, and similar disrespectful and disruptive behaviors will not be tolerated and will result in lost points from the class participation grades. Students who are extremely disruptive or uncooperative in class will be ejected from the class session and given a zero for all class activities and work for that class. No make-up opportunity will be given.

HONOR CODE. Student Standards of Academic Integrity specifically addresses acts of academic dishonesty including cheating and plagiarism. I prefer to consider this an Honor Code. When you
submit work for this class, that is the same as making a statement that you have produced the work yourself, in its entirety. Plagiarism, copyright infringement, and similar uses of other people's work are unacceptable. This is also true of fabrication. Anything taken from the internet (or any other source) should not just be paraphrased, but should be rewritten in your own words incorporating your own ideas.

You'll receive a “zero” for any work that is the result of plagiarism or cheating and will not be allowed to revise the work. The situation may also be reported to the Office of Academic Integrity, and you may be required to reapply to be a major in the Mayborn School of Journalism. Depending on the weight of the assignment, you could fail the course. Your enrollment in this class presupposes your commitment to this Honor Code. If you have any questions about your responsibility or my responsibility as a faculty member under this Honor Code, please bring them to me or discuss them with someone in the Office of Academic Integrity.

ATTENDANCE AND CLASS PARTICIPATION. Since the vast majority of all learning and coursework occurs during class time, students are required to be present in class for all sessions and to participate with enthusiasm while supporting their workgroup members and fellow students in general. Students who miss a class without a medical excuse will lose points for that class session. Only students with a prior approved absence or a medical excuse will be able to make up a missed class. Students who monopolize class time or behave disrespectfully towards other students or the instructor will find themselves marked down in class time points. Students who become threatening or disruptive will be dismissed from the class with a zero.

LATE ASSIGNMENTS. All assignments are due on the assigned without exception unless otherwise noted. DO NOT EMAIL ASSIGNMENTS unless specifically instructed. Assignments turned in after the deadline will be considered late and will not be accepted. By accepting late work, I would be negating and minimizing the hard work of students who've sacrificed to ensure they've met the course’s requirements. Submitting quality work on time is a major requirement of every job you will ever hold; learning to properly manage your time and workload is a key life skill to learn right now. If you have difficulty managing your workload and studies as a student, then I earnestly encourage you to make an appointment with me so that I can work with you to help you develop good study skills and time management habits that will serve you well as a student and future professional.

However, real emergencies do occur and we cannot foresee them. In such a case, please contact me as soon as possible and send a thorough email describing the situation. Emergency situations will be evaluated on a case-by-case basis. The instructor’s records will be the final and only determination of grades.

ANNOUNCEMENTS. Please watch the Course’s special group Email for any all announcements concerning important information and changes regarding the course. It is your responsibility to
check for these emails and any course changes, including any due date changes. It is very important that you have your email address updated in the UNT system.

SPECIAL ACCOMMODATION. If a student requires special accommodation, he/she should contact the instructor of this class and the Office of Disability Accommodation. Please do so at the beginning of the semester.

DIVERSITY. The Accrediting Council for Educators in Journalism and Mass Communication (ACEJMC) accreditation standards require that diversity be incorporated into the curriculum. The University of North Texas Department of Journalism is an accredited program.

ASSIGNMENTS/COURSE STRUCTURE
This course consists of 1000 points as follows:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>In-class exercises</td>
<td>(5 x 20) 100 pts total</td>
</tr>
<tr>
<td>Class Prep</td>
<td>(10 x 20) 200 pts total</td>
</tr>
<tr>
<td>Lab work</td>
<td>(5 x 40) 200 pts total</td>
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<tr>
<td>Minute Papers</td>
<td>(5 x 20) 100 pts total</td>
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<tr>
<td>Attendance &amp; Class</td>
<td>- 200 pts total</td>
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<tr>
<td>Final Project</td>
<td>- 200 pts total</td>
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<td><strong>1000 points</strong></td>
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COURSEWORK

Unless otherwise specified by the instructor, all assignments and written work must be submitted in a .doc, .docx, or the open source Libre Office’s .odf file type. No other file types will be accepted unless otherwise stated by the instructor. A first violation of this policy will result in a 50% deduction of the total value of the assignment before grading begins. Any further violations will result in a grade of “0” and the assignment will not be graded. All written work should be typed in 12-point New Times Roman font and double-spaced unless otherwise indicated by the instructor.

IN-CLASS EXERCISES. During selected class sessions students will be challenged to solve a problem or answer a question by applying some of the readings, lecture or discussion materials, or the videos and tutorials. The guidelines for performing or answering the challenge will be provided by the instructor and will be based on real-world circumstances and scenarios designed to give students the opportunity to apply what they have learned to industry problems. For some questions, students will apply new software, take a new technique for a ‘trial run,’ or test out a new methodology. As always, students are encouraged to exercise creative and critical thinking.
CLASS PREPARATION. While there will not be a great deal of homework assigned in this course, students will be expected to do all the assigned reading outside of class and to actively participate in class to demonstrate that they have indeed read the assigned materials. As determined by the instructor, students will be emailed questions designed to assess their understanding of the assigned readings. Students will be expected to submit their responses in writing at the start of the next class period in order to receive credit. All such work will be submitted at the start of the class (6:30pm) on 8-1/2 x 11 white paper in 12-point New Times Roman font. Arriving late (more than 30 minutes) and then submitting the work at that time will result in points being docked for lateness. If you expect to be late, it is acceptable to email your work by 6:30pm in order for it to be received on time.

LAB WORK. Throughout the course students will have in-class lab time to apply a variety of the new tools and resources now available to communication professionals. Data visualization, data collection, source and data quality verification exercises, as well as a myriad of recent digital and data-related materials will be explored so that students have the opportunity to work with the tools and techniques current to the field. Solving real-world problems and successfully tackling the pitfalls and challenges endemic to 21st century communication professionals will be a vital component of this course. Students will be expected to take turns discussing their experiences with these new tools and techniques and to develop their own applications for same. Such class activity will provide students with experience in presenting results and ideas to supervisors, fellow professionals, and varied audiences. Students’ critical and creative thinking skills will also be stretched and improved as they will be constantly challenged to gain greater confidence with technology, data, and the controversial aspects of modern mass communication and media.

MINUTE PAPERS. To test students’ ability to apply concepts, theories, and tools to industry and real-world scenarios and situations, students will be required to develop their own ideas and thoughts in response to a scenario or challenge presented by the instructor. Students should write 1-2 pages for this class-time exercise. While other aspects of classwork expect students to learn teamwork and collaborative problem-solving, this exercise asks students to draw on their own experiences and ideas. Students are expected to consider how the question or topic at hand relates or could be related to their chosen or intended career or field.

FINAL PROJECT. By the end of the course, each student will have conducted a final project that they will in turn present on the final day of class. Students will be expected to develop a proposal for an idea specific to their chosen or intended career that targets a precise demographic audience or segment of the U.S. population. The nature and focus of the project depends on the individual student’s field. Each student should develop a proposal that demonstrates and elucidates how they will achieve the following:

1) Improve the quality & accuracy of your work
2) Increase the public's trust in the truthfulness of your work & their belief in your integrity as a professional
3) Promote awareness of your work and build a strong, loyal, repeat audience
4) Achieve your professional career goals

Students should then demonstrate in great detail how they will employ and integrate the following into their project proposal to facilitate objectives 1-4 above:

1) Integrate data into your work-- data whose source has been verified (i.e., the data indeed comes from where it’s supposed to) and its quality validated (the data were collected using accepted proper scientific, statistical, and professional standards to ensure that data are accurate and statistically valid)
2) Exercise digital literacy by engaging in appropriate file management protocols, and work product protections with backups of backups, and by using the latest time- and labor-saving software, apps, and programming languages to produce the finest-quality content that is engaging, comprehensive, and meets all the criteria for the highest standard of work, according to your profession’s governing body
3) Practice data literacy by creating and presenting effective, attention-getting, and compelling data visualizations that manifest the best standards of storytelling and/or strategic communication and help build your audience. Visualizations, when carefully and thoughtfully crafted, can convey facts, ideas, and phenomena in ways unparalleled by any other media and can draw in new audiences while supporting and even marketing your written or broadcast work
4) Learn and apply new software, applications, equipment, and techniques on a regular basis as trends change and technology advances. Practicing discernment as to the appropriate tool or method to employ as opposed to simply jumping on the 'latest thing.'

On February 8, we will review the project requirements, guidelines, and materials to help students prepare their project idea. By February 22, 2018, each student must submit a 1-page summary of their proposed project idea for Dr. Bell to read and provide feedback and guidance. Dr. Bell will schedule a meeting with each student to help them plan their project and to work on software, tutorials, or whatever is needed.

Students’ final project and presentation are due in class May 3, 2018.
COURSE SCHEDULE
(Subject to Change)

1/18/18  THE NEW AGE OF STRATEGIC AND MASS COMMUNICATION JOURNALISM IN WEB 2.0 & 3.0

1/25  (cont’d)

2/1  DIGITAL LITERACY: NAVIGATING THE KNOWLEDGE ECONOMY, AND MAKING FRIENDS WITH YOUR COMPUTER

2/8  (cont’d). Review of final project guidelines and materials.

2/15  DATA-DRIVEN JOURNALISM: FINDING PUBLIC & PRIVATE DATA, VERIFYING & VALIDATING DATA QUALITY AND THEIR SOURCE. DATA VISUALIZATION.

2/22  (cont’d). Students should submit a 1-page summary of their proposed project for review and instructor feedback by 2/22 in class.

3/1  THE NEW JOURNALISM? BLOGGING & MICROBLOGGING.

3/8  MOBILIZING THE POWER OF THE MOBILE.

3/15  SPRING BREAK: NO CLASS THIS WEEK.
3/22 SOCIAL MEDIA: THE POWER OF CONNECTION & INFLUENCE.

3/29 MULTIMEDIA STORYTELLING: PHOTOGRAPHY, AUDIO, VIDEO, & DATA.

4/5 LEVERAGING THE WEB & SOCIAL MEDIA TO BUILD YOUR DIGITAL AUDIENCE.

4/12 DEMOCRATICIZATION OF JOURNALISM & MEDIA: CITIZEN JOURNALISM, CROWDSOURCING, & SOCIAL MEDIA.

4/19 21ST CENTURY CHALLENGES FOR THE JOURNALIST: ENSURING & PROTECTING QUALITY, ETHICS, INTEGRITY, PRIVACY, TRUTH & ACCURACY.

4/26 IN-CLASS STUDENT PRESENTATIONS OF DIGITAL- & DATA-INTEGRATIVE JOURNALIST/COMMUNICATION PLAN.

5/3 LAST DAY OF THE SEMESTER.