Soc Media, Pop Cultr, Postmrdn  COMM-5585

Fall 2021  Section E01  3 Credits  08/11/2021 to 12/10/2021  Modified 08/04/2021

Description

Special topics in communication at the graduate level. May be repeated for credit as topic varies.

Requisites

Prerequisites:

Corequisites:

Contact Information

Dr. John Ike Sewell

CONTACT INFO:

Email: Email while logged into CourseDen, using the CourseDen email tool only.

Email Policy: CourseDen email is the best way to reach me. All email communication for this class should be sent using the CourseDen email tool only. Do not contact me using my UWG email address. Monday through Thursday I will respond to Course Den email within 24 hours. I will respond to CourseDen email messages received on Friday-Sunday within 48 hours.

Cell Phone: 423-741-1474

Phone Policy: Call during business hours (Monday-Thursday, 9am-5pm) only. If I do not pick up, leave a clearly stated voice mail message that includes your name, phone number, and a brief description of what the call concerns. I do not respond to text messages from students.

Meeting Times

ONLINE CONTENT:

LEARNING MODULES—SEQUENCE AND LIMITATIONS

There is one learning module per week in this class. Each weekly learning module will be open for a 96 hour period (four days) within which you can view PowerPoint lectures and turn in assigned material on deadline.

The course is structured to approximate what would happen in a traditional (face-to-face) grad level course. Graduate classes usually meet once a week for three hours. As such, I will present up to three hours of lecture content in each weekly, online learning module.

Each learning module will be accessible at 12 a.m. on Monday and will remain open until 11:59 p.m. on the following Thursday.

IMPORTANT: This class is sequentially ordered and is best learned over time. Each learning module will be open for a 96 hour (four day) period. After the 96 hour period is over, you will no longer have access to the PowerPoint lecture content and/or assignment content available during the given learning module. As such, you will only be able to access course content sequentially and in evenly dispersed time increments spanning the semester.

Materials
Media and Cultural Studies Keyworks

Author: Editors: Durham, M. G. & Kellner, D.
Publisher: Wiley Blackwell
Edition: Second

Post-Truth

Author: McIntyre, Lee
Publisher: The MIT Press

Additional assigned readings will be posted on CourseDen and/or are available via UWG Library online databases.

Outcomes

Learning Outcomes: By the end of the course the student should be able to...

- Recognize the roles of mass media, popular culture and social media as sites for complex identity negotiation (SLO2, SLO3, SLO4)
- Increase media literacy skills (SLO2, SLO3, SLO4)
- Understand, interpret, and criticize the meanings of mass media, popular culture and social media (SLO2, SLO3, SLO4)

Mass Communications Program Learning Outcomes

ACEJMC Professional Values and Competencies: As a unit accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), UWG’s School of Communication, Film and Media (SCFM) is committed to preparing students with the requisite knowledge and skills to be successful in the media and communications industries after graduation. The Department has adopted as its degree program learning outcomes ACEJMC’s 12 professional values and competencies that all graduates of an ACEJMC accredited program should be aware of and able to demonstrate as scholars and professionals in the discipline. These include the six (6) values and six (6) competencies listed below. For the detailed list of the ACEJMC professional values and competencies, see the UWG Undergraduate Catalog or ACEJMC - Standard 2. Curriculum and Instruction.

6 x 6 MASS COMM SUCCESS

Six Values: 1.) Freedom of Speech, 2.) History, 3.) Diversity, 4.) Global Impact, 5.) Theory, 6.) Ethics

Six Competencies: 1.) Think Critically and Creatively, 2.) Research and Evaluate, 3.) Write Effectively, 4.) Self-Evaluate, 5.) Apply Numbers & Statistics, 6.) Apply Technology

Assignments

COURSE REQUIREMENTS:

COMM 5585 is a master’s level mass communication course that will introduce student to a number of contemporary communication theories. These theories will be used as conceptual “tools” to understand the evolution of popular culture and ideology presently occurring on social media.

The reading material is complex, dense and highly theoretical. It is utterly crucial that you have read and taken notes on the assigned readings prior to viewing the PowerPoint lectures for each given learning module. Suggested reading strategies: 1.) Make notes on each assigned reading—not only the readings with abstract assignments. There is a lot of material and you will not be able to remember it all unless you make notes as you read. 2.) Don’t be afraid to write in your books. Highlight passages that you find interesting, challenging or particularly difficult.

Reading Assignments: Each week there are assigned readings. Read assigned materials before viewing the PowerPoint lectures. (The lectures will concern assigned readings. To understand the lectures, you will need to have FIRST read the assigned material. Without having read the assigned materials, you will not be able to understand what is being discussed in the lectures.)
Online Lecture MP4 Content: View all content posted online (narrated PowerPoint lectures) for each learning module.

ASSIGNMENTS FOR GRADES:

Abstract Assignments (5 @10 points each = 50 points total): There are five (5) abstract assignments in the semester. For each abstract assignment, write a 200 word summary of the assigned text—plus an additional questions/concerns segment. I will provide a detailed explanation of expectations/specifications for the abstract assignments in Module 2.

Semester Project Pitch with Bibliography (10 points): Students will write a full page description of their proposed term paper topic that includes a (tentative) hypothesis. Students will also include an APA style bibliography, listing at least 12 sources. I will provide a detailed explanation of expectations/specifications for the Semester Project Pitch in September.

Semester Project/Term Paper (40 points): Students will prepare a 3,000 word term paper that will explain present day phenomena in social media and popular culture using the concepts and theories we have encountered during the semester. I will provide a detailed explanation of expectations/specifications for the Semester Project in September.

DEADLINE POLICIES:

Assignment deadlines are absolute. I will not allow late submissions of any assignment in class unless the student has made arrangements for late delivery in advance, with documentation. Students will receive no credit for assignments turned in past deadline without prior arrangement.

POINTS BREAKDOWN FOR ASSIGNMENTS:

Abstracts: 5 abstract assignments at 10 points each = 50 possible points

Semester Project Pitch with Bibliography: 10 possible points

Semester project/Term Paper: 40 possible points

Total Possible Points: 100

GRADE SCALE:

The summed total of all graded assignments for the course is 100 points.

A: 90-100 points
B: 80-89 points
C: 70-79 points
D: 60-69 points
F: 59 and below

Schedule

A schedule for the semester is provided on a separate document in Module 1.

College/School Policies
Mission

Fair, just, and productive societies require the free flow of news, information, and ideas from communicators of knowledge, skill, and integrity who reflect the diversity of the people they serve. Therefore, the School of Communication, Film, and Media strives to provide high quality academic and experiential learning opportunities to prepare students for successful integration into the global community as industry professionals, leaders, and thinkers in the fields of convergence journalism, digital media and telecommunication, film and video production, and public relations.

Vision

The School of Communication, Film, and Media is committed to empowering students to communicate clearly, act responsibly, think critically, and understand context(s) to enhance their personal, civic, academic, and professional lives, facilitating active participation in an evolving and increasingly diverse society.

Strategic Priorities

*Invested Teaching*

To inspire and equip students to discover their personal, intellectual, and professional potential through personalized teaching, academic coaching, and career mentoring.

*Experiential Learning*

To offer students early and on-going multiple and diverse hands-on learning to develop and enhance personal, intellectual, and professional growth.

*Connectedness*

To serve as the hub that connects and cultivates partnerships among key stakeholders to enhance personal, intellectual, and professional growth. Key stakeholders include administrators, faculty, staff, students, alumni, industry, community, and friends.

Mass Communications Degree Program Learning Outcomes

**ACEJMC Professional Values and Competencies:** The Bachelor of Science degree program in Mass Communications is accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), and the School is committed to preparing students with the requisite knowledge and skills to be successful in the media and communications industries after graduation. The School has adopted as its Mass Communications degree program learning outcomes ACEJMC's 12 professional values and competencies, known as 6 X 6 MASS COMM SUCCESS, that all graduates of an ACEJMC accredited program should be aware of and able to demonstrate as scholars and professionals in the discipline. For the detailed list of the ACEJMC professional values and competencies, see the UWG Undergraduate Catalog or ACEJMC - Standard 2. Curriculum and Instruction.

### 6 X 6 MASS COMM SUCCESS

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Institutional Policies

Academic Support

Accessibility Services: Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. For more information, please contact Accessibility Services (https://www.westga.edu/student-services/counseling/accessibility-services.php).

Center for Academic Success: The Center for Academic Success (http://www.westga.edu/cas/) provides services, programs, and opportunities to help all undergraduate students succeed academically. For more information, contact them: 678-839-6280 or cas@westga.edu.

University Writing Center: The University Writing Center (https://www.westga.edu/writing/) assists students with all areas of the writing process. For more information, contact them: 678-839-6513 or writing@westga.edu.

Online Courses

UWG takes students’ privacy concerns seriously: technology-enhanced and partially and fully online courses use sites and entities beyond UWG and students have the right to know the privacy policies of these entities. For more information on privacy and accessibility for the most commonly used sites, as well as technology requirements visit the UWG Online (https://uwgonline.westga.edu/) site.

Students enrolled in online courses can find answers to many of their questions in the Online/Off-Campus Student Guide (http://uwgonline.westga.edu/online-student-guide.php).

If a student is experiencing distress and needs help, please see the resources available at the UWG Cares (http://www.westga.edu/UWGCares/) site. Online counseling (https://www.westga.edu/student-services/counseling/index.php) is also available for online students.

Honor Code

At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.

The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student’s conduct record at UWG.

Additionally, the student is responsible for safeguarding his/her computer account. The student's account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others or misrepresent or conceal their identities in electronic messages and actions. For more information on the University of West Georgia Honor Code, please visit the Office of Community Standards (https://www.westga.edu/administration/vpsa/ocs/index.php) site.

UWG Email Policy

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student e-mail account is to
provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student's responsibility to check his or her email.

Credit Hour Policy

The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other direct faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to the course. Out-of-class work will include all forms of credit-bearing activity, including but not limited to assignments, readings, observations, and musical practice. Where available, the university grants academic credit for students who verify via competency-based testing, that they have accomplished the learning outcomes associated with a course that would normally meet the requirements outlined above (e.g. AP credit, CLEP, and departmental exams).

HB 280 (Campus Carry)

UWG follows University System of Georgia (USG) guidance: http://www.usg.edu/hb280/additional_information# (http://www.usg.edu/hb280/additional_information)

You may also visit our website for help with USG Guidance: https://www.westga.edu/police/campus-carry.php (https://www.westga.edu/police/campus-carry.php)

Mental Health Support

If you or another student find that you are experiencing a mental health issue, free confidential services are available on campus in the Counseling Center. Students who have experienced sexual or domestic violence may receive confidential medical and advocacy services with the Patient Advocates in Health Services. To report a concern anonymously, please go to UWGcares.

ELL Resources

If you are a student having difficulty with English language skills, and / or U.S. culture is not your home culture, specialized resources are available to help you succeed. Please visit the E.L.L. resource page for more information.

COVID-19

The health and safety of our students, faculty, and staff remain the University of West Georgia's top priority.

For the most recent information on coronavirus disease (COVID-19) visit:

- Georgia Department of Public Health /https://dph.georgia.gov/