

REVISED COURSE PROPOSAL

Prefix, Number and Name of Course:

COM 336 Web & Social Media Production

Credit Hours: 3

In-Class Instructional Hours: 2

Labs: 2

Field Work: 0

Catalog Description:

Prerequisite. COM 215

Theory and practice of Web-based communication and social media; focus on strategy and design as well as writing for Web and social media

Reasons for Revision:

(Fall 2010) This course was formerly called Communication and Web Publishing. This revision is part of a general program review, through which Communication seeks to update its courses in light of evolving departmental needs and expanding scholarship and changing practice in the field.

Student Learning Outcomes:	Course Content References:	Assessment:
On completion of this course, students will be able to:		
1. Analyze and evaluate the role of Web-based communication and social media within an organization's overall communication program	I, III, VI, VII, VIII	1. Exams, class participation, blog entries, presentations
2. Critically analyze Web and social media sites in terms of organizational strategy, user-friendliness, attractiveness, and organization	II, III	2. Exams, papers, class participation, blog entries, presentations
3. Demonstrate functional familiarity with Web- and social media-related software	II, IX	3. Applied projects, presentations, in-class projects
4. Prepare effective documents, graphics and video for Web and social media use	IV, V, IX, X	4. Exams, presentations
5. Design, prepare and analyze Web and social media sites that are strategic, user-friendly, attractive and well organized	II, III, IV, IX, X	5. Applied projects, presentations, class participation
6. Analyze the effectiveness of writing intended for Web- and social media-based communication	I, II, IV	6. Exams, blog entries, presentations

Course Content:

I. Internet and Social Media

- A. History
- B. Technology
- C. Economic issues
- D. Administrative issues

II. Elements of Internet Communication

- A. Strategic value
- B. Legibility
- C. User-friendliness and navigability
- D. Interactivity
- E. Design attractiveness
- F. Organization

III. Social Context

- A. Legal issues
- B. Ethical issues
- C. Accuracy of information
- D. Analysis of quality

IV. Writing

- A. Clarity
- B. Brevity
- C. Abbreviation of information

V. Preparation and Integration of Media

- A. Video
- B. Audio
- C. Images

VI. Elements of Social Media and Web 2.0

- A. Blogs
- B. RSS
- C. Wikis
- D. Social networks
- E. Sharing sites
- F. Messaging programs
- G. Podcasting
- H. Online gaming
- I. Mobile communication
- J. Virtual environments

VII. Applications for Internet Communication

- A. Newspapers and print media
- B. Television and video media
- C. Radio and audio media
- D. Public relations and organizational communication\
- E. Advertising and promotional communication

VIII. Applications for Social Media

- A. Political support

- B. Fundraising
- C. Business and marketing
- IX. Social Media and Web Design Software
 - A. HTML Coding
 - B. WYSIWYG Web Design Software
 - C. Web Animation Software
 - D. Wiki Software
 - E. Video Editing Software
 - F. Photo Manipulation Software
- X. Image and Sound Gathering
 - A. Composition
 - B. Codecs and Compression
 - C. Video Camera Use
 - D. Audio Recording
 - E. Digital Camera Use

Resources:

Baym, Nancy K. *Tune In, Log On: Soaps, Fandom, and Online Community*. Thousand Oaks, CA: Sage Publications, 2000. Print.

Campeato, Oswald. *Web 2.0 Fundamentals for Developers: With AJAX, Development Tools, and Mobile Platforms*. Sudbury, MA: Jones and Bartlett, 2010. Print.

Castronova, Edward. *Synthetic Worlds: the Business and Culture of Online Games*. Chicago, Ill.: Univ. of Chicago, 2006. Print.

Choate, Mark. *Professional Wikis*. Indianapolis, IN: Wiley Pub., 2008. Print.

Dreyfus, Hubert L. *On the Internet*. Milton Park, Abingdon, Oxon: Routledge, 2009. Print.

Ebersbach, Anja. *Wiki: Web Collaboration*. Berlin: Springer, 2008. Print.

Horst, Heather A., and Daniel Miller. *The Cell Phone: An Anthropology of Communication*. New York, NY: Berg, 2007. Print.

Kendall, Lori Sue. *Hanging out in the Virtual Pub: Identity, Masculinities, and Relationships Online*. Davis, CA: University of California, 1998. Print.

Leuf, B., and W. Cunningham. *The Wiki Way: Collaboration and Sharing on the Internet*. Reading, MA: Addison-Wesley, 2001. Print.

Liebowitz, Jay. *Social Networking: The Essence of Innovation*. Lanham, MD: Scarecrow, 2007. Print.

Lytras, Miltiadis D., Ernesto Damiani, and De Pablos, Patricia. Ordóñez. *Web 2.0.: The Business Model*. [New York]: Springer, 2009. Print.

McQuail, Denis. *Media Performance: Mass Communication and the Public Interest*. New York: Sage, 1999. Print.

Mulholland, Andy. *Enterprise Cloud Computing: A Strategy Guide for Business and Technology Leaders*. Tampa, FL: Meghan-Kiffer, 2010. Print.

Solomon, Gwen, and Lynne Schrum. *Web 2.0: New Tools, New Schools*. Eugene, Or.: International Society for Technology in Education, 2007. Print.

Wind, Yoram, Vijay Mahajan, and Robert E. Gunther. *Convergence Marketing: Strategies for Reaching the New Hybrid Consumer*. Upper Saddle River, NJ: Financial Times Prentice Hall, 2002. Print.

Wood, Andrew F., and Matthew J. Smith. *Online Communication: Linking Technology, Identity, and Culture*. Mahwah, NJ: Lawrence Erlbaum Associates, 2005. Print.

Periodicals:

E-Learning

Engineering and Technology

Journal of Computer Mediated Communication

Social Science Computer Review

American Journalism Review

Online

AIGA: The Professional Organization for Design

<http://www.aiga.org/>

Audio and Video Podcasts from Washington Post.com

<http://www.washingtonpost.com/wp-srv/mmedia/podcastfront.htm>

How Blogs and Wikis Fit Together

<http://idratherbewriting.com/2009/09/08/how-do-blogs-and-wikis-fit-together>

Cloud Computing

<http://idratherbewriting.com/2009/09/08/how-do-blogs-and-wikis-fit-together>

E-learning Guild

<http://www.elearningguild.com/>

Internet Safety 101.org

<http://www.internetsafety101.org>

Mashable: News in Social and Digital Media

<http://www.mashable.com>

Mobile Communication and Society: MIT Press

<http://mitpress.mit.edu/catalog/item/default.asp?ttype=2&tid.>

The Mobile Communication Society

<http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.109.3872.pdf>

Social Networking Watch

<http://www.socialnetworkingwatch.com>

Technorati: Top 100 Blogs

<http://www.technorati.com/blogs/top100>

Web 2.0 How to Design Style Design

<http://www.webdesignfromscratch.com/web-design/web-2-0-design-style-guide>

Web 2.0 Summit 2010

<http://www.web2summit.com/>