

ATEC 2322 | THEORIES OF EMERGING MEDIA + COMMUNICATION | FALL 2016

the descriptions + timelines contained in this syllabus are subject to change at the discretion of the Instructor

THE BASICS:

- WHEN YOU SHOW UP: M,W 4PM-5:15PM
- WHERE YOU SHOW UP: ATC 2.918
- WHY YOU SHOW UP: 3 credit hours | and lots of valuable learning

CONTACT DETAILS:

- INSTRUCTOR: Brianni Nelson | brianni.nelson@utdallas.edu | [@brianninelson](https://twitter.com/brianninelson)
- OFFICE HOURS: TBD
- COURSE WEBSITE: emactheory.pbworks.com (invite only) | for schedule + assignments + collaboration
- COURSE HASHTAG: #emactheory

CONTACT RULES:

- HOW SHOULD I CONTACT YOU: use your UTD email address | protects the instructor and YOU
- WHEN WILL I RECEIVE A RESPONSE: within 24 hours of sending to instructor | monday – friday
- BUT I STILL HAVEN'T RECEIVED A RESPONSE: check the email address + send again
- WHAT CAN'T I DO: cannot use social media direct/private messages + cannot get grades by email

COURSE DESCRIPTION:

The Internet: We use it for research, communication, play, and a variety of other purposes. Early enthusiasts declared that it would change the world – leveling inequality and revolutionizing business. Though inequalities persist, business models continue to develop, and we struggle to even define what we mean by “the world,” it is probably safe to say that the Internet (and digital technologies) does have a major impact on our lives. **Our objective in this course is to critically evaluate the type and extent of the social changes that arise from networked environments and digital platforms.** We will consider shifting paradigms of community, information access/ownership/distribution, political engagement, creativity, etc. by exploring these areas with the real life events that are occurring all around us – online and off line.

STUDENT LEARNING GOALS:

- Analyze communication opportunities to employ the most appropriate complex of media and rhetorical strategies to create and disseminate informative, entertaining and persuasive messages.
- Create and/or apply digital content for existing and/or emerging forms of media.
- Adapt their messages to audiences and technological constraints while retaining (and amplifying) the benefits provided by existing and emerging media.
- Anticipate the ethical implications of emerging media and their power to shape public opinion.

REQUIRED READING A.K.A DO PEOPLE EVEN STILL READ BOOKS?

- Good News – Yes | even crazier – they enjoy it!
- Better News – We can't understand the current state of digital media without a grasp of its history, so we're going to read (and talk) a lot in this class! We will read different essays from reoccurring books, as well as intertwine those with various standalone articles – across decades.

- Best News – We will take advantage of the vast amount of digital materials available to us, so you will not be asked to purchase any hard copy books. Because everyone learns a little bit differently, if you would like hard copies, it can arrange that for you.

REQUIRED MATERIALS:

- UTD EMAIL – check it regularly
- INDIVIDUAL WIKI ACCOUNT – literally impossible to participate in class without one
- PUBLIC TWITTER ACCOUNT – your username needs to be public so that the instructor and your peers can interact with you throughout the semester
 - tweeting is an active part of your class participation grade
 - you don't have to use your real name, or an existing twitter account | you may create one specifically for this course, if you wish.
 - to keep track of class specific information, tag your tweets with #emactheory

ASSIGNMENTS:

Given this class's focus on collaborative learning, it might seem somewhat awkward to evaluate people with individual grades. Nevertheless, you will receive a grade for the course. Some of the grade will be based on work you individually produce, while some of it will be an evaluation of collaborative effort. You will find assignment specific details on the class Wiki.

- PARTICIPATION (25%): **This is a crucial part of class.** Students are expected to come to class on time, prepared, having completed the assigned reading and writing, and ready to contribute their thoughts to class discussions, to listen seriously and respectfully to the thoughts of others, and to participate in all in-class activities. I strongly urge you to attend every class, as most of the work done in class is necessary for successful completion of the course. Participation includes attendance, homework activities, reading quizzes, in class activities, and participation in discussion, both in class and online (twitter, etc.)
- CLASS WIKI COLLABORATION (25%): To reflect the collaborative nature of this class a significant portion of the class will be spent building a class wiki that will serve as a collective resource for in class exams. Throughout the course we will be focusing on a range of issues (technodeterminism, privacy, identity, copyright, etc.) and will develop a wiki that attempts to explain, summarize, and engage these issues. Student groups will be assigned rotating roles to produce and edit topical wiki pages for the class wiki and discussion. These pages will ultimately function as an open notes study guide for the in class exams. Each student will be required to contribute to the note taking process, the synthesis process, the editing and polishing process, and in-class presentation delivery.
- MID-TERM EXAM (25%): An in-class exam that draws upon the Wiki constructed in units 1 & 2 of the semester.
- IGNITE PRESENTATIONS (25%): Students will have the chance to teach their peers half way through the class. The required presentation format will be the "Ignite" presentation style. Presentation topics should be chosen to expand upon existing course themes or to add new topics to course.

GENERAL REQUIREMENTS:

You will be most successful in this class if you are able to have an open mind and take a critical approach to our topics. Please note that being "critical" does not necessarily mean being negative, but it does mean that you are willing to question assumptions and explore the implications of the seemingly mundane and minute aspects of contemporary

media culture. Openness to experimentation and play and a willingness to try and fail are critical to the study of emerging media. In short, in this class we will be enacting some of the very changes we are studying – collaborative learning, alternative models of scholarship, etc.

GRADING SCALE:

| | | | | | | | |
|-----------|--------|-----------|-------|-----------|-------|-----------|--------|
| A | 100-94 | A- | 93-90 | B+ | 89-87 | B | 86-83 |
| B- | 82-80 | C+ | 79-77 | C | 76-73 | C- | 72-70 |
| D+ | 69-67 | D | 66-63 | D- | 62-60 | F | 59 - 0 |

COURSE POLICIES:

- **ATTENDANCE:** Some of the most valuable take-away from this course will come out of our class discussions, but life happens you may need to miss a class.
 - **You get 3 FREE absences throughout the semester.** You can use them whenever, and for whatever, you like. More than 3 will impact your grade, and more than 5 may result in failing the course.
 - Occasional lateness may be circumstantial, but habitual lateness is rude. Arriving or leaving more than 30 minutes late or early will count as 1 absence.
 - With a **proper written documentation**, the following are excused and will not be counted against you: religious/cultural events, academic/school sponsored activities, or medical conditions.
- **ACCOMMODATION:** If you have a disability that requires accommodations under the Americans with Disabilities Act Amendment Act -2008(ADAAA), please present your letter of accommodations from the Office of Student AccessAbility and meet with me as soon as possible so that I can support your success in an informed manner. If you would like to know more about the University of Texas at Dallas, Office of Student AccessAbility, please contact the office at 972-883-6104 or email: studentaccessability@utdallas.edu. Their office is located in the Student Service Building (SSB), suite 3.200.

TECHNOLOGY AND ONLINE ETIQUETTE:

- As much as technology makes life easier, at times it can also be difficult (computer crashes, deleted work, unavailable internet connections, etc). Plan accordingly: “the computer ate my homework” or “the internet was down” are not reasons to forgo doing the assigned work. It is in your best interest to leave extra time, especially at first, to ensure that technology does not get in the way of your work.
- Many of the assignments throughout the semester will require participation in online spaces. Students should work to preserve the same atmosphere of respect and consideration that occurs in the classroom. Disagreements may arise and consensus is not always possible (indeed disagreements are productive). However, name calling, harassing, flaming, trolling etc., is antithetical to the goals of this course and will not be tolerated. Violations of the student code of conduct will be reported to university administration.

DUE DATES AND LATE WORK:

- All online assignments are due prior to class on the date listed, unless otherwise noted.
- Work associated with participation, in class exams, or the Wiki will not be accepted late. You may not make up missed reading quizzes or in-class exams. For each component of the individual presentation that is late, you will

lose 1/3 of a letter grade on the project. The presentation and discussion component of the Ignite Presentation may not be late.

ACADEMIC HONESTY:

- From the UTD Handbook of Operating Procedures: "The University expects from its students a high level of responsibility with respect to academic honesty. Because the value of an academic degree depends on the absolute integrity of the work done by the student for that degree, it is imperative that a student maintain a high standard of individual honor in his or her scholastic work. The dean may initiate disciplinary proceedings under sub-chapter C against a student accused of scholastic dishonesty upon complaint by a faculty member or a student."
- Plagiarism will result in a failing grade on the plagiarized assignment and possible disciplinary action by the university. If you have any questions regarding the proper use of outside sources or the distinction between sampling and plagiarism, please review UTD's standards against [academic dishonesty](#). I also encourage you to meet with me.

UNIVERSITY POLICIES:

- All of the standard university policies covering the classroom apply to this class. Please visit the [UTD Provost](#) for official policies regarding all courses.
- Please visit the **UTD Academic Calendar** regarding information around registration, dropping courses, refunds, etc.