

# Digital Social Media & Society

## COMM-3354

Summer 2020 Section E02 3 Credits 06/01/2020 to 07/23/2020 Modified 05/27/2020

### Description

An introduction to the foundations, applications, and techniques of digital social media. Opportunities for practical experience developing blogs and other social media content, and exploring the relation of these emerging technologies to traditional mass communication media within society.

#### Requisites

Prerequisites:

COMM 1154 Minimum Grade: C and ENGL 1102 Minimum Grade: C

Corequisites:

### Contact Information

Professor Taylor (LeQuinta) Bryant

Text or Call Phone: 404.923.0754 (During normal business hours)

Email: [lbryant@westga.edu](mailto:lbryant@westga.edu)

### Materials

#### TEXTBOOK

- Barker, M.S; Barker, D.I.; Bormann, N.F.; Roberts, M.L.; & Zahay, D. (2017). *Social media marketing: A strategic approach (2nd ed.)*. Cengage Learning. **[\*\*You may order and use either the digital or paperback version of this textbook\*\*]**
- Other online readings as assigned.

#### IMPORTANT

During this course, students are required to create a blog, and also use various social media platforms, such as Facebook, Twitter, YouTube, and Instagram. In order to grade these assignments, **these accounts must be published publicly, and must use your real name (or a pseudonym verified by the instructor).**

### Outcomes

#### Course Learning Outcomes

- Students will learn to apply current tools and technologies appropriate for the communications professions in which they work and to understand the digital world.(*ACEJMC Core Competency #12*)
- Students will understand concepts and apply theories in the use and presentation of images and information (*ACEJMC Core Competency #5*)

Department of Mass Communications Learning Outcomes

**Awareness:** Students will demonstrate *awareness* of mass communications scholarship, i.e., theory/research; paramount economic, ethical, legal/policy, social, and technological issues; and the role of principal personalities and stakeholders within the context of freedom of speech, freedom of press, media competition, media convergence, diversity, and/or social responsibility. ACEJMC defines awareness as familiarity with facts, concepts, theories, laws and regulations, processes and effects.

**Understanding:** Students will demonstrate *understanding* of mass communications scholarship, i.e., theory/research; paramount economic, ethical, legal/policy, social, and technological issues; and the role of principal personalities and stakeholders within the context of freedom of speech, freedom of press, media competition, media convergence, diversity, and/or social responsibility. ACEJMC defines understanding as assimilation and comprehension of information, concepts, theories and ideas.

**Application:** Students will demonstrate effective application of mass communications scholarship, i.e., relate and/or apply concepts, theory/research, and professional principles to analyze and synthesize information, create, develop, produce, and/or write for converging digital, multimedia, and traditional media. ACEJMC defines application as competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

## ✓ Evaluation

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| Activity                    | Percentage of Final Grade |
|-----------------------------|---------------------------|
| Orientation Quiz            | 5%                        |
| Chapter Quizzes             | 15%                       |
| Discussions                 | 20%                       |
| Assignments                 | 20%                       |
| Blog                        | 15%                       |
| Social Media Marketing Plan | 25%                       |
| TOTAL                       | 100%                      |

## ☰ Assignments

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Please see the calendar in the content folder for the assignment calendar.

## \* Course Policies and Resources

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### CourseDen

Because this is a 100% online course, all assignments, quizzes and communication will take place on CourseDen. **All emails should be sent through CourseDen. Feel free to text me during normal business hours for quick answers or assignment clarification. Please do not contact me for assignment extensions. See the Late work section.**

### Assignments

This is a summer course which means that the delivery of the content is accelerated. **Assignments and quizzes are due daily.** It is your responsibility to check CourseDen for due dates and deadlines.

# Announcements

Be sure to check the announcement section multiple times per week. **It is your responsibility** to check-in regularly for updates and changes.

## Discussion Posts

You must actively participate in discussion posts in order to receive full participation points. Your participation grade will be based on participation in class and online discussions/activities, classroom etiquette, and active engagement in learning.

## Late work

**I do not accept late work.** If you anticipate missing a deadline, submit the assignment to me before it is due (uploaded/posted to CourseDen). Any assignment turned in after its deadline will receive a zero unless approved documentation of extenuating circumstances (approved at the instructor's discretion) is provided.

The very nature of this course demands that we stick to a strict schedule. Readings and assignments must be completed on the day they are assigned on the course schedule. Be sure to read the book and take notes while reading; lectures are intended to *complement* (not duplicate) that information, so completing readings before class is very important.

## Class/Online Etiquette

Exercising personal freedom is an appealing part of college life. In order to create an atmosphere where individual expression and social interchange are both respected, please observe the following: (1) address each other with respect; (2) contribute to discussions, don't dominate them; (3) stay focused on the topic being discussed.

## Institutional Policies

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### 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 \(https://www.westga.edu/student-services/counseling/accessibility-services.php\)](https://www.westga.edu/student-services/counseling/accessibility-services.php).

**Center for Academic Success:** The [Center for Academic Success \(http://www.westga.edu/cas/\)](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](mailto:cas@westga.edu).

**University Writing Center:** The [University Writing Center \(https://www.westga.edu/writing/\)](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](mailto: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 \(https://uwgonline.westga.edu/\)](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 \(http://uwgonline.westga.edu/online-student-guide.php\)](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](#)

[\(http://www.westga.edu/UWGCares/\)](http://www.westga.edu/UWGCares/) site. [Online counseling \(https://www.westga.edu/student-services/counseling/index.php\)](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 see the [Student Handbook \(https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php\)](https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php).

## 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#) ([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](#).