

4-112 orig

General Education Course Proposal

Proposed Course: MCJ 178 New Information Technologies Units 3
Prefix No. Title

Department: Mass Communication and Journalism School: Arts and Humanities

GE Category (Indicate one category only):

Foundation: A1___; A2___; A3___; B4___
Breadth: B1___; B2___; C1___; C2___; D___; E___
Integration: B___; C___; D X; International/Multicultural___

Existing Course ___; Revised Course ^X___; New Course ___

Course Included in Current GE Program no

New courses require the Undergraduate Course Proposal form in addition to this form.

Revised courses require the Undergraduate Course Change Request in addition to this form.

Proposed catalog description: Limit course description to 40 words using succinct phrases. Include prerequisites, limitations, lecture/lab hours. Indicate former course number, e.g., (Former Biol 105)

Addresses the social, political, economic, and philosophical implications of new digital media, as well as the corporate, government, and institutional forces that have shaped the new digital media landscape. Particular attention is given to users of the technologies and the dynamic relationship linking technology, culture, and social change.

Enrollment limit per section: 50

Expected number of sections per semester – Year 1 2; Year 3 4

Attachments:

1. A statement presenting the ways in which this course meets the Specifications provided in the appropriate section of the General Education Policy as well as in the Policies for Inclusion and Evaluation of General Education Courses.
2. A statement of elements common to all sections of this course, identifying content, objectives, required student activities, grading policy, representative texts, and an approximate schedule for the course. Required student activities include such things as papers, research projects, homework, laboratory and/or studio performance, recitations, participation, attendance, and exams.
3. A typical syllabus for a particular offering of the course.
4. Any special cost factors associated with this course.

Approval for Inclusion in General Education

[Signature] 4/15/98
Department Chair Date

[Signature] 4/29/98
School Curriculum Committee Date

[Signature] 5/6/98
School Dean Date

[Signature] 5/6/98
General Education Subcommittee Date

[Signature]
Associate Provost Date

[Signature] 12/15/98

Attachment #2

**Mass Communication & Journalism 178 (3 units)
New Information Technologies**

**General Syllabus:
Elements Common to All Sections of the Course**

This course meets General Education requirements for Area D Integration

Course Title:

New Information Technologies (3 units, no prerequisites)

General Education:

This course meets General Education requirements for Area D, human social, political and economic institutions and behavior and their historical background.

Catalog Description:

Addresses social, political, economic, and philosophical implications of new media as well as corporate, government, and institutional forces that have shaped the new digital landscape. Focuses on the users and the dynamic relationship between technology, culture, and social change.

Course Description:

MCJ 178, New Information Technologies, will examine the dynamic tension between media technologies and the various social forces that have shaped their evolution and use. Ranging from newspapers and magazines to film and broadcasting to the rapidly expanding world of computer networks on the worldwide web, how these technologies facilitate the ways people interact and communicate with one another over space and time will be explored. Concentrating beyond the technological aspects of media and their content, the course will explore the actual users of the technologies and the economic, organizational and political forces that shape the development of any new media.

Texts:

Textbooks will include key writings on philosophical, social and economic analysis on new information technologies. Additional readings will focus on historical development, government regulation and industry standards, individual users, changing culture, and social consequence. Examples include:

Fidler, Roger (1997). *Mediamorphosis: Understanding New Media*. Thousand Oaks, CA: Pine Forge Press.

Pavlik, John V (1998). *New Media Technology: Cultural and Commercial Perspective* (2nd ed.). Boston: Allyn & Bacon.

Supplemental Reading (e.g.):

Dizard, W., Jr. (1994). *Old Media / New Media: Mass Communications in the Information Age*. White Plains, NY: Longman.

Lyle, J., & McLeod D. (1993). *Communication, Media and Change*. Mountain View, CA: Mayfield Publishing Co.

Fees:

There are no special fees associated with this course.

Course Goals:

1. Increase appreciation for the complexity and interaction of the dynamic relationship between new information technology, culture, and social change.
2. Introduce the student to the major critical issues and opportunities involving new media communications and our society and the world at large.
3. Furnish the student with fresh perspectives on new information technologies via the examination and evaluation of historical and contemporary problems and issues in the field.
4. Provide the student with methods and models for understanding new technology applications as it relates to various environments and clientele for information, entertainment, communication, learning or instruction.

Course Topics:

New information technologies will examine the dynamic tension between media technologies and the various social forces that have shaped their evolution and use. Ranging from newspapers and

magazines to film and broadcasting to the rapidly expanding world of computer networks on the worldwide web, how these technologies facilitate the ways people interact and communicate with one another over space and time will be explored. Concentrating beyond the technological aspects of media and their content, the course will explore the actual users of the technologies and the economic, organizational and political forces that shape the development of any new media. Each section will include at least three of the following topics:

Topic 1.

The new world of digital, electronic communication is collapsing the distinctions between the different forms of media. The key to understanding the new media is that they are all connected with one another. The universal interconnected network of audio, video, and electronic text communication is blurring the distinction between interpersonal and mass communication and between public and private communication.

Topic 2.

The new media may pull toward diversity and participation, but other social forces pull toward uniformity and spectatorship. Most people have ingrained media habits and use media for entertainment purposes, not for strictly informational or political purposes. Included here is an examination of the impact of new technologies on social institutions ranging from government and democracy to education and libraries, medicine and religion, with an emphasis on access to technology at the core of these effects.

Topic 3.

Cultural consequences of emerging new media technology, such as the implications of new technology for the coverage of war, the video game as a cultural force and the intersection of new media technology and art.

Topic 4.

Theoretical perspectives on the social and cultural impact of new media technologies, including the uses and gratifications perspective, systems theory, critical perspective, and emerging paradigms based on the convergence of interactivity, online communications and multimedia.

Topic 5.

International and intercultural perspectives on the social consequences of new media technologies are burgeoning, especially the implications for national development, intercultural communication, and public diplomacy.

Evaluation and Criteria for Grading:

Each syllabus will contain a grading policy detailing the value of each exam and assignment; points allocated to attendance, class participation, and any other student responsibility; and the method for determining the final grade. Each syllabus should include policies on make-up work and exams, incomplete grades, credit/no credit, and cheating and plagiarism (according to University policy).

General Information:

All syllabi shall contain:

1. Policy on attendance
2. Policy on missed or late work.
3. Policy regarding cheating and plagiarism.
4. Accommodations for students with disabilities.
5. Other instructor-specific policies for this course.

Assignments:

All MCJ 178 syllabi should contain:

1. Information on attendance, homework, class participation.
2. Information on methods of testing.
3. Information on writing assignments: The University General Education policy states that each course in the integrative GE must have a 4,000-word writing requirement. Accordingly, each student will be required to complete writing assignments, consistent with the GE policy, at a minimum of 4,000 words. All written assignments in each section shall be due early enough in the semester to allow for thorough evaluation and feedback by instructor.
4. Information on the final examination according to CSUF policy and schedule.

Course Calendar:

The calendar will depend on the texts and approaches chosen. The class time devoted to each topic will range from 2–5 weeks.

Weekly Outline:

The arrangement and sequence of material for each section of MCJ 178 may differ slightly depending on the required texts, nature of assignments and video material or guest lectures scheduled. The following sequence represents topics that are typical of MCJ 178, New Information Technologies:

Week 1: New Media Technology Overview & Impact

Consequences of new media, technological transformations, restructuring of organizations, new media audiences, changing players and stakeholders: government, private, public; economy.

Week 2: Today's Information Thoroughfare

Old media and new media; internet effect, World Wide Web, multimedia and the future of the internet.

Week 3: Historical Perspectives

Yesterday's future to today's past, cave paintings to digital images; nature of new technologies, time-shifting and compression; adaptive strategies, flow and control of communication; something old into something new, learning from history.

Week 4: Technologies of the Digital Age

Creation machines, new transmission's field of dreams, windows on the world, optical revolution, speech recognition; technology maps.

Week 5: Concepts and Applications in Cyberspace

Key concepts and unsettled issues: convergence, compression, digitization, hypertext, interactivity, cyberspace; information race tracks; applications: artificial intelligence to artificial life; commercial applications; great race for content.

Week 6: Masters of the New Media World

global and domestic players, the big investors, supporters and rising stars; the financial equation; entrepreneurial spirit.

Week 7: Revolutionizing the Editorial and Creative Process of Media

Linear and nonlinear editing and encrypting models, from silver screen to silver disc, new creative processes; breaking the rules: erotica and pornography, new providers and audiences; journalist's sudden impact: online communication and the transformation of journalism; digital content manufacturing.

Week 8: Marketing Electronic Publications; Adoption and Social Necessity

Publishing multimedia, finding the right applications for new technologies; strategic considerations; pricing and international distribution; research on adopters of new technology: business users

and technophiles; generational, gender and socioeconomic issues; advertising implications; new business environment; evaluating results and research agendas.

Midterm Examination

Week 9: Social Consequences of New Media Technology

Social fragmentation digital isolation, consonance in the new media environment; institutional consequences of new technology: social control and democracy, advancing education through technology, access to the info autobahn.

Week 10: Cultural Consequences & Sociological Perspectives of New Media Technology

Hyperfiction, multimedia art forms; telecommuting and transforming the workplace, gender and technology use, people of color and new technology, generational issues in new media technology, implications for the individual, empowerment through technology.

Week 11: Theoretical Perspectives on the Social Consequences of New Media Technology

Uses and gratifications research, systems theory perspective, cultivation theory, perceptions of reality, media diffusion and persuasion, technological determinism; media and prosocial behavior, critical perspectives, international perspectives, frameworks for understanding social consequences of new media technology.

Week 12: Legal & Regulatory Environment

Deregulating communications, the courts, the Congress, state regulators, international regulatory bodies: diplomacy, technology, and international communication regulation; computer security and the cryptography controversy; reconceptualizing privacy; protecting intellectual property rights: from piracy and libel to public access.

Week 13: The Age of Random Access

User control and user choice in new and improved media; the consequences of technology convergence, countervailing forces, bandwidth challenge; digital publishing: digital security, verifying information, confluence of information and entertainment, tomorrow's news.

Week 14: Consumer's Guide to New Digital Technologies

Question everything that is seen, heard, read or watched; almost everything in the new media environment is created to make money; assume that every new technology is a potential threat to privacy; assume there are no boundaries; apply all rules of conventional media literacy to digital communication; expect the unexpected; never assume that a child is using a computer for education; encourage the spirit of the First Amendment, free expression, in

cyberspace; think twice before buying the first, or even second generation, of any new media technology; experiment with and enjoy the technology.

Week 15: The New Century and the Next Generation of Digital Media & Consumers

The global information infrastructure; global virtual digital library; new Athenian age of democracy — electronic town meetings and voting from home; the next generation's new media habits.

Term papers due.

Final Week

Final examination

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Attachment #3

Mass Communication & Journalism 1 (3 units)
Mass Communication and Society

Typical Syllabus

This course meets General Education requirements for Area D — Integration

Spring 1998

Class Meets: MWF 2:10–3:00

Professor: Russ Hart

Office & Office Hours: Music 134; MW 2–4; Th 1–2

Phone/email: 278-5767; 278-2087; russ_hart@csufresno.edu

Catalog Description:

Addresses social, political, economic, and philosophical implications of new media as well as corporate, government, and institutional forces that have shaped the new digital landscape. Focuses on the users and the dynamic relationship between technology, culture, and social change.

Course Description:

MCJ 178, New Information Technologies, will examine the dynamic tension between media technologies and the various social forces that have shaped their evolution and use. Ranging from newspapers and magazines to film and broadcasting to the rapidly expanding world of computer networks on the worldwide web, how these technologies facilitate the ways people interact and communicate with one another over space and time will be explored. Concentrating beyond the technological aspects of media and their content, the course will explore the actual users of the technologies and the economic, organizational and political forces that shape the development of any new media.

This course meets General Education requirements for Area D — Integration; human social, political and economic institutions and behavior and their historical background.

Course Objectives:

1. Introduce the student to the major critical issues and opportunities facing new media communications in our society and the world at large.
2. Provide the student with methods and models for understanding new technology applications as it relates to various environments and clientele for information, entertainment, communication, learning or instruction.
3. Furnish the student with fresh perspectives on new information technologies via the examination and evaluation of historical and contemporary problems and issues in the field.
4. Increase appreciation for the complexity and interaction of the dynamic relationship between new information technology, culture, and social change.

Course Requirements and Grading Procedures:

Required Reading

Fidler, Roger (1997). *Mediamorphosis: Understanding New Media*. Thousand Oaks, CA: Pine Forge Press.

Supplemental Reading (On reserve in the Library):

Dizard, W., Jr. (1994). *Old Media / New Media: Mass Communications in the Information Age*. White Plains, NY: Longman.

Lyle, J., & McLeod D. (1993). *Communication, Media and Change*. Mountain View, CA: Mayfield Publishing Co.

Exams:

There will be two examinations. Each exam will consist of 50 objective questions (multiple-choice, matching and true-false) worth two points each. Attendance at the final exam (scheduled according to CSUF policy) is mandatory. No make-up exams will be given unless students have documented evidence of the reason for an absence. The instructor must be notified of the reason for an absence prior to the exam or as soon thereafter as possible. All make-up exams will be essay in format.

Research Papers

A. Technology Update Report.

The subject for this report should be the development, current status, problems, and future of a new technology. For example,

you could choose to explore digital audio, high definition television, personal digital newspapers, personal search agents, etc. Please consult with the instructor for approval of your subject. The report must be typed, double spaced, and should be 3-4 pages in length. (about 1,000 words of text) The final version is to be electronically mailed to your instructor and a paper copy is to be submitted as well. A ten minute oral report on this technological development will be delivered in class. The report should be delivered in an organized extemporaneous style. Do not just read to the class, instead give a management-style briefing.

B. Term Paper.

One original, typewritten paper will be required, no more than 12-15, double spaced pages in length (about 3,000 words of text), and will be due on _____. It should be devoted to a critical examination and analysis of some aspect of new technology and social change, incorporating the writer's ideas and suggestions for change and/or improvement of present circumstances. The topic selection should be one with which the writer has some real concern and interest, and which he or she has discussed with the instructor in terms of procedure. An electronically mailed description is to be sent to the instructor in advance, and the final version is to be submitted on paper as well as a floppy disk in any word processing format for the Macintosh or Windows operating systems.

Attendance

Attendance is required. More than two noted unexcused absences will result in course grade reduction progressively by thirds (e.g., A=>A-; A-=>B+, etc.).

Grading

Grading criteria will be specified for each assignment. Papers will be evaluated on the basis of meeting the minimum requirements for length, number of academic sources, thoroughness of footnoting, proper citation/references cited format, quality of research and analysis of issues, organizational structure of paper, and clarity of expression. Grammar, spelling, punctuation, and syntax are important to your grade. In general, grades will be based on total point score and will follow general distribution guidelines (90% and above=A, 80% to 89%=B, etc.).

Credit for all the assignments will be assigned weighted percentages as indicated below:

Midterm Examination.....	25%
Technology Update Report	25%
Term Paper.....	25%
Final Examination.....	25%

Miscellaneous Notes:

Fees:

There are no additional fees associated with this course.

Preparation:

Careful reading of course materials prior to the day they appear on the calendar.

Electronic Mail Account:

You must have an electronic mail account, and you are expected to review your mail a minimum of twice a week. The course will have a List Service (ListServ) for contributing information about new technologies, and your instructor will post Edupage, a summary of news about information technology, three times a week. As you acquire sources for your Technology Update Report and Term Paper (see below), you are required to post these to the ListServ.

Policy on Missed or Late Work:

Conflicts with the calendar of assignments should be resolved as early as possible. Except for emergencies and very special circumstances, assignments must be made with the instructor in advance. Missed work (except quizzes, see above) should be completed as soon as possible. All late work without an excuse approved by the instructor (e.g., medical) will have the grade reduced progressively by thirds each day it is late.

Cheating and Plagiarism:

The written assignments must be your own work. The report and term paper's content, reactions, and thoughts must be yours, and the majority of the writing must be original prose. If you do quote or paraphrase from a particular source, you must document the reference as to author, edition, place, publisher, year, and page number following an appropriate style manual. The University policy on cheating and plagiarism will be enforced.

Students with Disabilities:

If you are a disabled student, be sure to identify yourself to the University and the instructor so that reasonable accommodation for learning and evaluation within the course can be made. For assistance, contact Services for Students with Disabilities at 278-2811.

Reading Assignments and Lecture/Discussion Topics:

Week 1

Introduction to Course and Content Outline

Principles of Media Change: past and future media, 30 yr. Rule, adopting new tech., early adopters, tech. accelerators and brakes, mediamorphic process, Ch. 1 MM

Week 2

Domains of Communication Media: interpersonal, broadcast & document domain, Ch. 2 MM

Week 3

The Changing Role of Language: Spoken, Written & Digital, Ch. 3 MM

Week 4

Technologies of the 3rd Mediamorphosis, the digital age, Ch. 4, MM

Mass Communication Evolution—Print, Telegraph, Telephone, Radio, Television, Cable, & the Computer Chap. 1 OM/NM & CMC

Week 5

Today's information media: the internet effect; World Wide Web; intelligent networks. Ch. 3 OM/NM, Ch. 4 CMC

Week 6

Lessons from Failures: Frameworks & Principles, Ch 6 MM;
Development of Teletext, Videotex, and Technologies looking for markets; lessons from failures in perspective: opportunity and need, delayed adoption,

Nature of Media

One Paragraph description of Technology Update Report Due (E-mailed to Instructor)

Week 7

Cultural Context of the Digital Mediamorphosis, Ch. 5 MM; Social Forces; Political Forces; Ch. 4 OM/NM; Economic Forces: Policy, Standards & Profit Chap. 6, 7 & 8 CMC

Week 8

Social Consequences: Social Fragmentation, Growth of Virtual Communities; Privacy;; Cultural Consequences: Coverage of War & News, the Video Game, Media & Art

Midterm Examination

Week 9

Technology Update Reports Due & Oral Class Reports

Oral Class Reports

Cultural Context of the Digital Mediamorphosis, Ch. 5 MM

Social Forces

Week 10

International & Intercultural Perspectives: National Development, Intercultural Communication & Public Diplomacy

Week 11

Studying the Effects of Mass Communication: Sex & Violence

One Paragraph description of Term Paper Due (E-mailed to Instructor)

Week 12

Theories of Media Effects: Cultivation Theory — Perceptions of Reality, Ch. 9 CMC

Media Stereotyping; Media Diffusion & Persuasion; Media & Learning Ch. 10 & 11 CMC

Week 13

Advertising & Propaganda; Media Uses & Gratification;

Technological Determinism; Media & Prosocial Behavior

Mediamorphosis within the interpersonal domain, Ch. 7, MM

Building virtual communities: Trust & Privacy

Week 14

Mediamorphosis within the broadcast domain, Future Control and Social Issues: Ch. 8, MM

Broadcasting on the Web & Holographic Theaters

Mediamorphosis within the Document Domain, Future Control & Social Issues Ch. 9 MM

Week 15

The Daily Me or The Daily Us; hype and reality: Audiences, customers and users; Keeping the future in perspective Ch 10 MM

Term Papers Due. Presentation and Discussion of Term Papers

Final Week

Final Examination

Book title abbreviations:

CMC= *Communication, Media and Change*

OM/NM= *Old Media / New Media*

MM= *Mediamorphosis*