

JMC245 New Media (credit value 3)

Spring 2012

Instructor: Nargiza Ryskulova



Meeting time: Wednesday 9:25 – 10:40am Room **321**, main building
 Friday 10:40– 11:25am Room **321**, main building

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Office: Room 205, main building

Office Hours: By appointment, via email

Course description

This course is designed to explain to students how social media are becoming more important every year and for everybody. The students will familiarize themselves with major new media trends and their role in media. Students will be taught how they can gather a wide scope of information from resources that were inaccessible in the days before social media: this includes finding important people on Facebook, interviewing experts via Skype and crowdsourcing through Twitter.

Course requirements

You must complete all class-to-class assignments, a group presentation and as a final project you should have your blog which must contain relevant information and be updated on the permanent basis.

More information about assignments will be provided in class.

Course readings

There are no assigned readings for this course. However, I may share additional materials either on e-course or via e-mail. You will be informed in advance.

Recommended reading:

- Here comes everybody.
- And others

Grading policy

Plagiarism, cheating and other forms of academic misconduct as defined in the Code of Student Rights, Responsibilities and Conduct of AUCA are prohibited. Students guilty of academic misconduct, either directly or indirectly through participation or assistance are immediately responsible to the instructor of the class. In addition to the other possible disciplinary sanctions which may be imposed, the instructor has the authority to assign an F or W for the work or examination; or to assign an F in the course. If the student believes he or she has been erroneously accused of academic misconduct, and if his or her final grade has been lowered as a result, the student may appeal the case through the appropriate procedures.

Active participation during class and a demonstrated grasp of major concepts are essential for obtaining a good grade in this course.

- Attendance and class participation – 20%;
- Assignments – 30% (total);
- Group presentation – 15%
- Final project – 35%.

All work is due according to the given deadlines. **Late work** will lose 10 percent per calendar day after it is due, and will not be accepted after two days.

Grading Scale

A: 81 – 100 percent

B: 61 – 80 percent

C: 41 – 60 percent

D: 21 – 40 percent

F: 0 – 20 percent

Class and attendance policy

You must respect people's diversity and to be aware of the various ways in which language can be discriminatory. Thus, everyone should avoid using biased language both in the class discussions and in written assignments.

Please, turn your cell phones and other electronic devices off before the class. Messaging, texting, web-surfing, or playing electronic or computer games in class are prohibited.

Attendance is absolutely necessary because you will be directly involved in classroom work. You may have two unexcused absences without penalty. After that, your Attendance and Participation grade will go down 5 percent per missed class. All excused absences must involve documentation. Please, also note, that the academic rules and regulations of AUCA states:

"Attendance at all classes is expected at AUCA. In cases of multiple absences without reasonable cause after add/drop period, a student may be refused permission to take the course exam and given a grade of "X."

Schedule (subject to changes)

Lectures and Seminars	
Week 1: January 7-13	Add-drop period
Week 2: January 14-21	Introduction:(Video Social networks) Home assignment: Develop an idea for blogging
Week 3: January 21-27	No classes (TBC)
Week 4: January 23- February 3	Blogging Guest speaker:
Week 5: February 4- 10	Facebook Guest speaker:
Week 6: February 11-17	Twitter Guest speaker:
Week 7: February 18 -24	Flickr/Instagram Guest speaker:
Week 8: February 25- March 3	Case study pre-presentations in class
Week 9: March 4- March 11	Spring Break. No class
Week 10: March 11-17	New media and journalism Best examples of online journalism
Week 11: March 18-24	Google Presentation 1
Week 12: March 25-31	Youtube Presentation 2
Week 13: April 1-7	Wikipedia Presentation 3
Week 14: April 8-14	Podcasts Presentation 4
Week 15: April 15-20	Wikileaks Presentation 5
Week 16: April 21-27	Final presentations of blogs in class