

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

COMS 532

APPROACHES TO MEDIA TECHNOLOGIES

COURSE DESCRIPTION

This course examines established and emerging media technologies used by various organizations in communicating specific messages to diverse audiences.

RATIONALE

The purpose of Media Technologies is to review “new media” and new applications of traditional media. Communication technology is the nervous system of contemporary society, transmitting and distributing sensory and control information, and interconnecting a myriad of interdependent units. Because these technologies are vital to commerce, control, and maintaining interpersonal relationships, any change in communication technologies has the potential for profound impacts on virtually every area of society.

I. PREREQUISITES

None

II. REQUIRED RESOURCE PURCHASES

Click on the following link to view the required resources for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Microsoft Word
(Microsoft Office is available at a special discount to Liberty University students.)
- D. Adobe Acrobat Reader (available for download within course)

IV. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

- A. Identify the current state of the major media technologies.
- B. Analyze current issues in new media use, particularly those relating to the First Amendment.
- C. Appraise the current academic literature of the field.
- D. Synthesize a Christian perspective on media technologies.
- E. Articulate findings in both written and oral forms.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings, lecture videos, and presentations/notes
- B. Discussion Board Forum (4)

For each forum, students will be required to view at least two classmates' media projects and respond to each with a 200-word (minimum) post. These responses will be ignited by a question the presenter poses in his or her video lecture.

- C. Media Project

The student will give one presentation on media technology *using* media technology. Each student is responsible for one chapter from the text. When the student's designated chapter is scheduled for assigned reading, the student will post a self-recorded video lecture and an accompanying PowerPoint in the Discussion Board.

- D. Christian Application Paper Abstract

Prior to writing the Christian Application paper, students will submit an abstract which briefly summarizes its contents. The abstract needs to be accurate, concise, and consistent with APA formatting. It should be no more than 150 words. This assignment is due Module/Week 2.

- E. Christian Application Paper

Each student will write a 3–5-page research paper on an electronic communication technology of his or her choosing. This technology may be new (e.g., the Internet) or a newer application of older technology (e.g., talk radio, which from a national perspective, is relatively recent). APA formatting is required. This assignment is due Module/Week 4.

- F. Annotated Bibliography Sample

Prior to submitting the full annotated bibliography, students will submit a brief sample of five unique sources (website, scholarly journal, book, etc.). This assignment is due Module/Week 6.

G. Annotated Bibliography

Each student will create an annotated bibliography for at least one new media technology with an organized list of 41 sources that range from scholarly journals to books to websites. Each source’s central theme or scope must be annotated by one or two sentences. APA formatting is required. This assignment is due Module/Week 8.

H. Final Exam

The final exam will be open-book with 50 multiple-choice questions covering material from the textbook as well as the video lectures provided by the instructor.

VI. COURSE GRADING AND POLICIES

A. Points

Discussion Board forums	(4 at 50 points)	200
Media Project		200
Christian Application Paper Abstract		50
Christian Application Paper		150
Annotated Bibliography Sample		50
Annotated Bibliography		150
Final Exam		200
	Total	1000

B. Scale

A = 940–1000 A- = 920–939 B+ = 900–919 B = 860–899 B- = 840–859
 C+ = 820–839 C = 780–819 C- = 760–779 F = 759 and below

C. Disability Assistance

Students with a documented disability may contact Liberty University Online’s Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations.

COURSE SCHEDULE

COMS 532

Textbook: Grant & Meadows, *Communication Technology Update and Fundamentals* (2011).

WEEK/ MODULE	READING & STUDY	ASSIGNMENTS	POINTS
1	Grant: chs.1–3 5 presentations	Course Requirements Checklist Discussion Board Forum 1	0 50
2	Grant: chs. 4–6 2 presentations	Media Projects Christian Application Paper Abstract	* 50
3	Grant: chs. 7–9	Media Projects Discussion Board Forum 2	* 50
4	Grant: chs. 10–12	Media Projects Christian Application Paper	* 150
5	Grant: chs. 13–15	Media Projects Discussion Board Forum 3	* 50
6	Grant: chs. 16–18	Media Projects Annotated Bibliography Sample	* 50
7	Grant: chs. 19–21 1 presentation	Media Projects Discussion Board Forum 4	* 50
8	Grant: chs. 22–23	Annotated Bibliography Final Exam	150 200
*Student Presentation on Media Technology			200
TOTAL			1000

NOTE: Each course week begins on Monday morning at 12:00 a.m. (ET) and ends on Sunday night at 11:59 p.m. (ET). The final week ends at 11:59 p.m. (ET) on Friday.