CONTACT
Instructor: John Stewart  Phone: 941.359.4262  Email: stewartj1@sar.usf.edu
Office: C267  hours: 9:00 am–12:00 am MWF  Emergencies (hurricanes, etc.): 800.992.4231
I am a 100% online instructor, but also have an office on campus and maintain regular hours. If
you need an on-campus appointment, please arrange it by email. You can make general inquiries
with the CAS front desk.

COURSE
Meeting Dates | Times | Location
This is a 100% online course with no on-campus meetings. There are online discussions every
week that are counted as part of your participation grade, which is 10% of your total grade for
the course. These cannot be turned in late. If you miss more than two of these assignments,
this 10% of your grade is averaged as a zero. Details on these assignments will generally be
provided the week they are due, so pay attention to announcements in Canvas.

Course materials will be delivered via Canvas and by Canvas email. You are responsible for
staying up to date with the course by checking Canvas regularly, turning in all assignments on
time, and providing an email address that you check daily. Make sure you check the
Announcements section daily.

To ensure that I see any messages from you, use the Canvas email system for all messages to
me. If you send messages to my regular email box, they will be ignored unless there is a known
problem with the Canvas email system. In other words, you can use regular email as a backup if
the Canvas system is down.

Overview | Description | Purpose
Prerequisites: ENC1101 and ENC1102. This is not a course in grammar and mechanics. You
must have a good basic command of punctuation, spelling, word usage, grammar, sentence
structure, and topic development in order to do well in this course. These skills will be assumed
as we will be focusing on higher-level skills in content development, production, and delivery
methods.

This course is an open-ended exploration of ideas about what "media" is and what makes it
"new." We will situate new media in everyday technical communications practice by studying
and using some of the tools of new media production and discuss how new media connects
technical communication to larger social and cultural issues.

This course explores media, new media, and technical communications in terms of:

- Analyzing their relationship to the larger society and culture.
- Learning content development, structuring, and management methods.
- Analyzing delivery devices and methods.
- Analyzing issues of content ownership.
You will gain practical experience in creating various types of new media for technical communications, for example blogs and XML-based documents.

**Course Goals**

*Communication*
Prepare students for real-world situations that require powerful and effective oral and written communication in traditional and emergent media.

*Critical Thinking*
Develop critical, constructive, and reflective thinkers who analyze, interpret, evaluate, and decide what to believe and do.

**Course Outcomes**

*Discipline-Specific Knowledge and Skills*

- Students will demonstrate new media development processes through planning, drafting, revising, editing, testing, and evaluating individually and with peers in a range of media.
- Students will demonstrate rhetorical knowledge by focusing on using new media in the context of audience, purpose, genre, and message for technical communications.
- Students will demonstrate knowledge of conventions, including the important genres of new media, effective use of new media for technical communications, new media design, and style.
- Students will demonstrate the ability to work in electronic environments throughout the information development process: researching, drafting, reviewing, revising, editing, sharing, and producing both printed and electronic texts.

*Critical Thinking Skills*

- Students will demonstrate critical thinking, reading, and writing skills to include locating, evaluating, analyzing, and synthesizing sources, as well as integrating them with their own ideas.

*Communication Skills*

- Students will demonstrate the ability to apply knowledge of new media to serve as a bridge between advanced business and technical professionals (also known as Subject Matter Experts, or SMEs) and non-specialist users and readers of those professionals’ communications.

**Text | Websites | Materials**

This course requires you to read one text plus a number of articles. There is one main website to know about, Canvas; more details are provided in the following sections.
Text

Note that if you purchase your textbook through the USF bookstore, they can work with your financial aid, which will not be the case if you purchase through another outlet.

The text and your instructor assume that you know grammar and mechanics and at the most will need a slight brush-up on a few rules. There are various resources available for helping to self-correct any existing grammar and mechanics issues. If you need additional help with this, check with your instructor or the writing center.

http://www.usfsm.edu/infocommons/writing.php

All readings relate directly to the discussions, quizzes, exams, and writing assignments; you will not do well in the course if you do not read according to the schedule in the calendar. In other words, do not wait until the midterm to read the first half of the text. Plan to spend a substantial number of hours per week on the course readings and writing assignments, probably about six hours per week. Most of the readings are fairly challenging and may require more than one reading to understand the main ideas.

Other Readings
We will read and discuss a number of other readings from various texts and websites, which will be provided in the weekly modules.

Canvas at USFLearn
https://usflearn.instructure.com/

Go to Canvas first. When you go to the USFLearn/Canvas site, you will see the Canvas entry for this course. Canvas provides you with all the online resources you will need to participate in the course. Any additional websites you will need to access will be through links in Canvas. These are the important links you will see on the left side of the page:

- **Modules:** The weekly modules display on the home page. This is where you will go each week to get an overview of the week, background on the reading assignments, and writing assignments. Modules will be locked until the first day of the week when they are due, so you may be able to see modules in the list which are not yet available. After they open they will stay open for the rest of the term, so you can always refer back to them.

- **Announcements:** Go here for current updates and news about the course. **Check these daily.**

- **Syllabus:** Go here to download and print the syllabus; do this immediately and **review the entire document** carefully, because this is the course on paper.

I do **not** provide technical support. If you are having issues with Canvas, the following support is available:

- 24 hours: USF Tampa IT Helpdesk at 813-974-1222 or help@usf.edu

- Canvas tutorials can be found in the Student Quickstart Guide at http://guides.instructure.com/m/8470.
The Tampa IT Helpdesk also provides support for other computer problems like problems with uploading files, sending/receiving emails, etc. Please do not ask me for help with these issues.

**Required Materials | Technology**

Access to a computer with Microsoft Word, Acrobat Reader, a printer, reliable access to the internet, and email. All assignments will be submitted online via Canvas. Always back up your work--don't rely on just one copy. Don’t hand in or post anything without running a spell check in Word; for any online posts, compose in Word, save, spell check, then post.

**Projects | Quizzes | Exams**

All the projects for this course fit together logically and build on one another. This approach will work well for you if you keep up, and will work against you if you get behind. Details for all assignments will be available through Canvas as the course progresses. For assignment due dates, see the calendar in this document. For all projects you will receive a handout which details the requirements for the project and a rubric which details how the project will be assessed for a letter grade. The rubric will break the assignment into four or five components. You will have adequate time to review the handout and rubric and ask any questions for clarification. This means **you are responsible** for meeting these requirements and have no excuse for not understanding them.

This course requires the following projects and exams:

**Project 1: New Media Portfolio**

The new media portfolio will take the form of a blog. You will create the blog in WordPress and create content for the blog based on our discussions. This project will demonstrate your ability to create a web site and web content that has a clear purpose, context, and a specific audience. 1000 words.

**Project 2: New Media Research Project**

For the new media research project you will select a topic in new media and create a project that demonstrates how you can apply new media to technical communications. For example, you could research videos for software tutorials, create a brief video, and explain how it demonstrates a creative application of new media to technical communications. This project will demonstrate your knowledge of new media as presented throughout the course and applied to a real-world situation. 2000 words.

**Project 3: New Media Publishing Project**

For the new media publishing project you will create an XML-based project and publish it to various channels. You'll learn the why XML is important for new media and technical communication, the basics of authoring in XML, single-sourcing, and web publishing. 1500 words.
Exams

The course includes a midterm and a final exam, which together cover the entire range of the materials we will read and discuss. These exams will consist of factual questions about the text and articles, for example, multiple choice or multiple answer.

Calendar

The following calendar summarizes the main components of the course by week, including the class meetings, writings, readings, quizzes/exams, and holidays/withdrawal deadlines. Except for the final exam, most assignments are due on Sunday of the week they are listed. Weeks always start on Monday. Text = Communication, new media, and everyday life; NMR = New Media Reader, articles listed by last name of author and will be provided online.

<table>
<thead>
<tr>
<th>Week</th>
<th>What’s due/happening</th>
<th>Readings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Detailed course/syllabus/calendar review, discuss projects and quizzes/exams</td>
<td>Text Ch 1, 2&lt;br&gt;Murray - NMR introduction #1</td>
</tr>
<tr>
<td></td>
<td>Discussion 1 – define new media</td>
<td></td>
</tr>
<tr>
<td></td>
<td>What is media, what is new media, and how does it fit with tech comm?</td>
<td></td>
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<td></td>
<td>1.7 – Deadline to send confirmation email via Canvas</td>
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</tr>
<tr>
<td>2</td>
<td>Part I: New Media and Society</td>
<td>Text Ch 3&lt;br&gt;Manovich - NMR introduction #2</td>
</tr>
<tr>
<td>1.12 - 1.18</td>
<td>Discussion 2 – compare/contrast views on new media</td>
<td></td>
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<tr>
<td></td>
<td>Public vs. commercial media, Murray vs. Manovich</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Discussion 3 – post rough draft of blog for peer review</td>
<td>Text Ch 4, 5, 6</td>
</tr>
<tr>
<td>1.19 - 1.25</td>
<td>Narrative and media, the limits of text, and gender</td>
<td></td>
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<tr>
<td></td>
<td>1.19 – MLK Day holiday</td>
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<tr>
<td>4</td>
<td>Discussion 4 – post peer review of blog</td>
<td>Kay-Goldberg – the idea of personal computers</td>
</tr>
<tr>
<td>1.26 - 2.1</td>
<td>How was the idea of the computer as a personal machine originally conceived? What part of the vision has not been realized?</td>
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<tr>
<td>5</td>
<td>Discussion 5 – post illustrated procedure to blog</td>
<td>Text Ch 7, 8, 9</td>
</tr>
<tr>
<td>2.2 - 2.8</td>
<td>Identity, advertising and theories of media: semiotics and post-modernism</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Part II: New Media Content and Culture</td>
<td>Text Ch 10, 11&lt;br&gt;Other reading TBD</td>
</tr>
<tr>
<td>2.9 - 2.15</td>
<td>Discussion 6 – post screencast to blog</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Films, video, and organizational communication</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>New media blog/portfolio due</td>
<td>Nelson – the idea of hypertext</td>
</tr>
<tr>
<td>2.16 - 2.22</td>
<td>Discussion 7 – post peer commentary on blogs</td>
<td></td>
</tr>
<tr>
<td></td>
<td>How was the idea of hypertext—the basic idea for the structure of the web—originally conceived? What part of the vision has not been realized?</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Midterm exam on readings so far</td>
<td>Text Ch 12, 13</td>
</tr>
<tr>
<td>2.23 - 3.1</td>
<td>Discussion 8 – post proposals for research projects</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Internet policies and relative reality</td>
<td></td>
</tr>
<tr>
<td>Week</td>
<td>What’s due/happening</td>
<td>Readings</td>
</tr>
<tr>
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</tr>
<tr>
<td>9 3.2 - 3.8</td>
<td>USF Spring Break</td>
<td>no readings</td>
</tr>
</tbody>
</table>
| 10 3.9 - 3.15 | Discussion 9 – hypertext and the web  
*How was the idea of how the web would be implemented originally conceived? What implications does this implementation have for the future?* | Berners-Lee – the idea of the world wide web |
| 11 3.16 - 3.22 | **Part III: Using New Media for Communication and Control**  
Discussion 10 – gaming and tech comm  
*Social media and games*  
3.21 – last day to drop course to receive a ‘W’ grade; no refund, no academic penalty | Text Ch 14, 15 |
| 12 3.23 - 3.29 | **New media research project/report due**  
Discussion 11 – Stallman and open source  
*How was the idea of open-source software originally conceived? What implications does it have for the future?* | Stallman – the idea of open source software |
| 13 3.30 - 4.5 | Discussion 12 – copyright and tech comm  
*Plagiarism and piracy* | Text Ch 16 |
| 14 4.6 - 4.12 | Discussion 13 – rough draft of publishing project for peer review  
*Surveillance* | Text Ch 17 |
| 15 4.13 - 4.19 | Discussion 14 – post peer review of publishing project  
*Virtual reality, digitization and communication* | Text Ch 18, 19 |
| 16 4.20 - 4.26 | **New media publishing project/report due**  
Discussion 14 – project evaluation | no readings |
| 17 4.27 – 5.1 | **Final exam posted on 4.24, due by Monday 4.27 (exam will be online)** | no readings |
Grade Distribution

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portfolio</td>
<td>20%</td>
</tr>
<tr>
<td>Publishing project</td>
<td>20%</td>
</tr>
<tr>
<td>Research project</td>
<td>25%</td>
</tr>
<tr>
<td>Discussions/participation</td>
<td>10%</td>
</tr>
<tr>
<td>Midterm exam</td>
<td>10%</td>
</tr>
<tr>
<td>Final exam</td>
<td>15%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

POLICIES

Attendance | Absences

You must send me an email by midnight on the third day of the course (for Spring 2015 this is January 7) that confirms your attendance and that you plan to stay in the course. If I do not receive this email confirmation by the deadline, you will be reported as absent from the course and will be dropped from enrollment by the registrar. You will be able to re-enroll only if space is available and only if you are willing to pay a late-enrollment fee.

You are expected to complete all class assignments and submit them on time. Since this is a 100% online course, this policy substitutes for attendance after the first week.

Online Behavior

Submitting work online by email, via Canvas, or by any other means which is disrespectful to other students, to me, or to anyone at USF, is considered an academic disruption and will be addressed immediately. I will first let you know that it is unacceptable and why; if we cannot resolve the issue, I will submit the issue to the dean and establish with you terms for continued course participation. The consequences for you range from an administrative reprimand, to being banned from online participation in the course (which means you would fail the course), to suspension from USF.

Grade Scale | Letter-Number Equivalencies

<table>
<thead>
<tr>
<th>Numeric Grade</th>
<th>Letter Grade</th>
<th>Grade Points (applies to GPA)</th>
</tr>
</thead>
<tbody>
<tr>
<td>97–100</td>
<td>A+</td>
<td>4.00</td>
</tr>
<tr>
<td>93–96</td>
<td>A</td>
<td>4.00</td>
</tr>
<tr>
<td>90–92</td>
<td>A -</td>
<td>3.67</td>
</tr>
<tr>
<td>87–89</td>
<td>B +</td>
<td>3.33</td>
</tr>
<tr>
<td>83–86</td>
<td>B</td>
<td>3.00</td>
</tr>
<tr>
<td>80–82</td>
<td>B -</td>
<td>2.67</td>
</tr>
<tr>
<td>77–79</td>
<td>C +</td>
<td>2.33</td>
</tr>
<tr>
<td>Numeric Grade</td>
<td>Letter Grade</td>
<td>Grade Points (applies to GPA)</td>
</tr>
<tr>
<td>---------------</td>
<td>-------------</td>
<td>-----------------------------</td>
</tr>
<tr>
<td>73–76</td>
<td>C</td>
<td>2.00</td>
</tr>
<tr>
<td>70–72</td>
<td>C -</td>
<td>1.67</td>
</tr>
<tr>
<td>67–69</td>
<td>D +</td>
<td>1.33</td>
</tr>
<tr>
<td>63–66</td>
<td>D</td>
<td>1.00</td>
</tr>
<tr>
<td>60–62</td>
<td>D -</td>
<td>0.67</td>
</tr>
<tr>
<td>0–59</td>
<td>F</td>
<td>0.00</td>
</tr>
</tbody>
</table>

**Assignment policies**

To receive full credit, your submissions for assignments must follow the requirements detailed in the handouts for each assignment; read them carefully.

**Back up all your work** on your computer’s hard drive, with a **second copy** on media such as diskette, removable drive, CD, or online archive; you can simply email a copy to yourself to create a backup file on the email server. A computer problem will not be considered a valid excuse for late or missing assignments.

**Timeliness and Late Assignment Policy**

All assignments are due as indicated in the calendar and in Canvas. If an assignment is not submitted by the due date it will be marked down **one letter grade for each day late**, weekends included. After one week assignments not turned in become a zero, so it is still better to turn in assignment up to six days late and attempt to earn an F/59 than a zero. Tests in this course are all administered online and the late policy is the same as for other written assignments.

The final exam and project **cannot be turned in late** and will be scored as a **zero** if not completed on time.

**Place**

All assignments will be submitted online, via Canvas, or by email. More detailed instructions for each assignment will be included in handouts, announcements, and the weekly modules.

**Format**

Some documents must be done in MS Word, and for these you must submit files in Word or PDF format; files that can’t be uploaded or won't open will not be graded. If you use an Apple computer, make sure you are using Word and saving your work in a format that is compatible with PC/Word users; figure this out in the first week of the term. Do not submit work written in Word by pasting the text into an email, as it will not be accepted.

We will also be publishing to the web and working with graphics editing and XML authoring tools, and specific instructions for these projects will be provided as needed.

**Extra Credit**

For the any of the major course projects, you can earn five points to be added to the final grade for the project (this is half a letter grade) by making an appointment with the USF Sarasota
writing center to come in person for a review session. The writing center will provide you with documentation, which you must present at the time you turn in the project to receive the extra credit. Extra credit is only available for live sessions, not online sessions, and only for the Sarastoa campus writing center.

**Academic Dishonesty**

The University of South Florida has an account with an automated plagiarism detection service which allows student assignments be checked for plagiarism. I reserve the right to ask students to submit their assignments to Turnitin through Canvas. Assignments are compared automatically with a database of journal articles, web articles, and previously submitted papers. The instructor receives a report showing exactly how a student’s paper was plagiarized.

Pursuant to the provisions of the Family Educational Rights and Privacy Act (FERPA), students are requested to maintain confidentiality as a way to keep their personal contact information (i.e. name, address, telephone) from being disclosed to vendors or other outside agencies. By your submission, you are also agreeing to release your original work for review for academic purposes to Turnitin.

Plagiarizing a paper or cheating on an exam will result in a zero for that assignment and may result in an F for the course overall. I will notify the dean’s office of your behavior and further disciplinary actions are possible.

Plagiarizing includes any instance of including another person’s work as your own without (1) citing the source and (2) providing a reference to the source, whether it is quoted or paraphrased (rewritten into your own words). This also includes collaborating on writing projects, for either an online or in-class assignment, without being specifically directed to do so (such collaboration may be the case for some assignments).

Cheating on an exam includes collaborating on answers, for either an online or in-class exam, without being specifically directed to do so (this may be the case for some exams). This applies both to the person allowing his or her material to be copied and to the person who does the copying.

It is also not acceptable to “write” a paper by simply assembling various bits of text from various sources, even if the sources are cited. While this is not technically “plagiarism,” it is also not “writing.” As a general rule, not more than 20% of your papers should be quoted from sources; the rest should be your original writing for this course (not recycled from a paper you wrote for another course).

You may use material from a writing project for another course in this course, however all writing for this course must be substantially created originally for this course. This means you can use information and research from other courses as input for your projects in this course, but you must cite your own work just as you would cite any other source. Do not turn in a paper you wrote for another course with minor revisions for credit in this course; if I determine that this is the case, the assignment receives a zero.
USF SARASOTA-MANATEE POLICIES AND PROCEDURES

Religious Observances
The University recognizes the right of students and faculty to observe major religious holidays. Students who anticipate the necessity of being absent from class for a major religious observance must provide notice of the date(s) to the instructor, in writing, by the second week of classes. http://generalcounsel.usf.edu/policies-and-procedures/pdfs/policy-10-045.pdf

Disabilities Accommodation
Students are responsible for registering with the Office of Students with Disabilities Services (SDS) in order to receive academic accommodations. Reasonable notice must be given to the SDS office (typically 5 working days) for accommodations to be arranged. It is the responsibility of the student to provide each instructor with a copy of the official Memo of Accommodation. Contact Information: Disability Coordinator: 359-4714; disabilityservices@sar.usf.edu; http://www.usfsm.edu/students/disability/

Academic Dishonesty
The University considers any form of plagiarism or cheating on exams, projects, or papers to be unacceptable behavior. Please be sure to review the university’s policy in the USFSM Undergraduate Catalog or USFSM Graduate Catalog and the USF Student Code of Conduct.
Undergraduate: http://www.sarasota.usf.edu/Academics/Catalogs/
Graduate: http://www.sarasota.usf.edu/Academics/Catalogs/
USF Student Code of Conduct: http://www.sa.usf.edu/srr/page.asp?id=88

Academic Disruption
The University does not tolerate behavior that disrupts the learning process. The policy for addressing academic disruption is included with Academic Dishonesty in the USFSM Undergraduate Catalog or USFSM Graduate Catalog and the USF Student Code of Conduct.
Undergraduate: http://www.sarasota.usf.edu/Academics/Catalogs/
Graduate: http://www.sarasota.usf.edu/Academics/Catalogs/
USF Student Code of Conduct: http://www.sa.usf.edu/srr/page.asp?id=88

Contingency Plans
In the event of an emergency, it may be necessary for USFSM to suspend normal operations. During this time, USFSM may opt to continue delivery of instruction through methods that include but are not limited to: Blackboard/Canvas, Elluminate, Skype, and email messaging and/or an alternate schedule. It’s the responsibility of the student to monitor Blackboard/Canvas site for each class for course specific communication, and the main USFSM and College websites, emails, and MoBull messages for important general information. The USF hotline at 1 (800) 992-4231 is updated with pre-recorded information during an emergency.
Emergency Preparedness

It is strongly recommended that you become familiar with the USF Sarasota-Manatee Emergency Action Plan on the Safety Preparedness site http://www.sarasota.usf.edu/facilities/SafetyPreparedness.php

Fire Alarm Instructions

At the beginning of each semester please note the emergency exit maps posted in each classroom. These signs are marked with the primary evacuation route (red) and secondary evacuation route (orange) in case the building needs to be evacuated.

Web Portal Information

Every newly enrolled USF student receives an official USF e-mail account. Students receive official USF correspondence and Blackboard/Canvas course information via that address. Therefore it is the student’s responsibility to check their USF email regularly.

Instructor Copyright

Students may not sell notes or other course materials.