

Fall 2017 Syllabus & Schedule

MCOM 5

Social Media & Society

Online – Section 54845

Instructor: Tara Cuslidge-Staiano

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Course description

MCOM 5: A comprehensive look at the evolution of social media as it pertains to mass communication, specifically in sending directed messages to the masses through online media channels. Topics will include the evolution of social media, positive and negative impacts of directed campaigns and the cultural impact of content. Mediums for transmitting social messages will be discussed in length, including sharing of video, photographs and written content. Professional behavior, networking and ethical practices will also be examined. (CSU)

Prerequisite: None

Prerequisite Skills: Prerequisite Reading Level II

More about the course and Program Learning Outcomes in Delta College's 2017-18 Catalog:

<http://bit.ly/2olyRuI> (Links to an external site.)Links to an external site.

Recommended textbook: [*"Spreadable Media"*](#) (Links to an external site.)Links to an external site.by Henry Jenkins, Sam Ford and Joshua Green

Withdrawal from the course: STUDENTS BEAR THE RESPONSIBILITY OF WITHDRAWING FROM THE CLASS IF THEY CHOOSE TO STOP ATTENDING. Students who fail to drop the class and stop attending will receive an "F" for the final course grade. Sept. 15, 2017 is the last date to request refund of fees for full term class. Sept. 10, 2017 is the last date to drop a full-term class without a "W" notation on the academic transcript. Oct. 17, 2017 is the last date to drop a full term class with a "W" notation on the academic transcript.

Grading

Twenty-five percent will be based on discussions.

Fifteen percent will be based on bi-weekly activity assignments in the first nine weeks of the course.

Fifteen percent will be based on unit-based glossary quizzes.

Ten percent will be based on a four-page mid semester paper on engagement.

Ten percent will be based on check-ins of final project throughout the last six weeks of the course.

Twenty percent will be based on a final project presentation, built in [Google Presentation](#) (Links to an external site.)Links to an external site., that serves as a social media plan for a specific organization, event, or concept.

Grades ARE NOT CURVED in this course.

This section of MCOM 1 is a plus/minus graded course. You may earn the following grades: A, A-, B+, B, B-, C+, C, D, F or FW. An FW will be issued if you stop attending but don't drop the course.

A range is 100-93 percent, A- range is 92.99 to 90 percent, B+ range is 89.99-86 percent, B range is 85.99-83 percent, B- range is 82.99-80 percent, C+ range is 79.99-76 percent; C range is 75.99-70 percent, D range is 69.99-60 percent, F range is 59.99 or below percent.

Please note you are not **GIVEN A GRADE, YOU EARN A GRADE. GRADES ARE NOT SUBJECT TO NEGOTIATION AT THE END OF THE TERM.**

Late work policy

Late work is not accepted in this online course. A student may ask for an extension on an assignment during the semester once **on a discussion, unit quiz, or final check-in assignment. Extensions are not granted on the midterm research paper and the final project.**

Paper submission

The midterm assigned paper for this class **MUST BE TURNED IN VIA TURNITIN.COM.** The website will not allow papers to be turned in after class begins. You must enroll yourself in the course. Please set up your account **PRIOR** to the due date to make sure you have no troubleshooting issues on the day of.

The class ID for this specific course is: **15834690**

The password is: **f2017social**

Plagiarism

San Joaquin Delta College considers plagiarism a major offense, resulting in a failing grade for the specific assignment, for the semester and/or suspension from the college. There is a zero-tolerance policy on this in the mass communication program. You will receive a zero for the assignment and a Student Misconduct Report will be filed with the District Discipline Officer.

What constitutes plagiarism? The passing of another person's work as your own. You may not copy and paste verbatim from the Internet without giving proper citation.

Universal Class Conduct

This is an online learning environment. You should always feel comfortable expressing opinions on mass communication topics without reprisal from classmates. You will likely not all agree with each other. That's OK. Please remember that we come to mass communication with different backgrounds and experiences.

You may not agree with the class materials presented. Keep in mind that the material selection for this course wasn't done to incite a positive or negative reaction, rather the goal is to encourage neutral conversation. Dialogue is how we learn to be better media literate.

Students who are rude to other classmates, specifically in discussion, will be warned only once about behavior. Continued disruption to the learning environment or instructor will not be tolerated. Trolling a peer will also not be permitted. Online classes serve to make us anonymous in many regards. It doesn't, however, allow you to act intolerable toward others for the sheer purpose of doing so. Please be considerate in discussions

Schedule

Class is schedule available in Canvas Learning Management System. Please see the "Syllabus" section.

Student rights and responsibilities

San Joaquin Delta College students should familiarize themselves with their rights and responsibilities, which are available in the Student Handbook or by visiting the following site: <http://bit.ly/1r7jNxZ>

Other considerations

Academic accommodations statement: Students have the right to request reasonable modifications to college requirements, services, facilities or programs if their documented disability imposes an educational limitation or impedes access to such requirements, services, facilities or programs. A student with a disability who requests a modification, accommodation, or adjustment is responsible for identifying himself/herself to the instructor and, if desired, to the Disabled Student Programs and Services (DSPS) office. Students who consult or request assistance from DSPS regarding specific modifications, accommodations, adjustments or use of auxiliary aids will be required to meet timelines and procedural requirements established by the DSPS office. *Students with disabilities who are requesting accommodations should use the following procedure:* Contact the DSPS office, submit documentation of your disability to the DSPS office, and communicate with a DSPS specialist regarding options for services and accommodations, and reach written accommodation agreement not only with the DSPS specialist but also with your instructor. Delta College requests you complete this process at least ten working days before your accommodation is needed, in order to allow DSPS staff and Delta instructor's time to provide your accommodation.

DSPS can be reached at **(209) 954-5151, ext. 6272.**

Alternative media statement: Students with a print disability – a visual limitation or reading difficulty that limits access to traditional print materials – may request printed materials in alternative media. Examples of alternate media formats include electronic format (e.g., text on CD), Braille, tactile graphics, audio, and large print. Students can make alternate media requests through the Office of Disabled Student Programs and Services.

- *Both descriptions from Disabled Students Programs and Services*

Final note: The instructor reserves the right to change and/or adjust this syllabus at any time.