COMM211

Course Summary

Course : COMM211 **Title :** Social Media and Society
Length of Course : 8
Prerequisites : N/A **Credit Hours :** 3

Description

Course Description: This course explores the practical and theoretical social impacts of computer-mediated communication (CMC) systems, including many different types of technologies, such as social networking sites, email, forums, chat, and online games. Students will engage in the analysis of CMC practices, the social processes and structures that emerge when people use these applications, and the problems and barriers that emerge from use.

Course Scope:

This course is a vital element of the communication curriculum, exploring mass communication from the standpoint of personal, academic, and business perspectives. Computer-mediated communication (CMC) is ever-growing, and the social aspects use a variety of social networking sites, email, forums, chat, and online games. Students will engage in the analysis of CMC practices, the social processes and structures that emerge when people use these applications, and the problems and barriers that emerge from their use, by learning to identify specific examples of how social media is used to foster informative and persuasive communication. The course will also help students understand ways that social media tools can enhance learning, collaboration, and connectedness between and among all stakeholders. Everyone interacts with business, so this course will help students discover ways that social media is used within companies to proactively address strategic communication functions. As good citizens, it is vital to have an understanding of ways that social media can impact civic engagement, considering the ways it can engender intercultural communication. Finally, there are important legal and ethical considerations relating to privacy and intellectual property that are vital to effective use of social media and social networking.

Objectives

After successfully completing this course, you will be able to

- CO1: Students will understand the different definitions of social media.
- CO2: Students will identify specific examples of how social media is used to foster informative and persuasive communication.
- CO3: Understand ways social media tools can be used in education as a learning tool and as a means of communication between students, faculty and alumni.

- CO4: Explore how social media is used in integrated marketing communication.
- CO5: Identify how social media can impact civic engagement in society.
- CO6: Examine social media and its impact on intercultural communication.
- CO7: Identify the potential dangers and risks when utilizing social media as a primary means of communication.
- CO8: Examine legal and ethical issues relating to privacy, intellectual property and the Fourth Amendment.C

Outline

Week 1: Introduction to Social Media and Society

Course Objectives

CO2: Students will identify specific examples of how social media is used to foster informative and persuasive communication

Readings

Week 1 Lesson

Week 1 Reading & Resources

Assignments & Forums

Week 1 Discussion

Week 1 Your Favorite Social Media

Week 2: Social Media and Persuasion

Course Objectives

CO2: Students will identify specific examples of how social media is used to foster informative and persuasive communication

Readings

Week 2 Lesson

Week 2 Reading & Resources

Assignments & Forums

Week 2 Discussion

Week 3: Social Media and Education

Course Objectives

CO3: Understand ways social media tools can be used in education as a learning tool and as a means of communication between students, faculty and alumni

Readings

Week 3 Lesson

Week 3 Reading & Resources

Assignments & Forums

Week 3 Discussion

Week 3 Journal Article Analysis

Week 4: Social Media and Education

Course Objectives

CO3: Understand ways social media tools can be used in education as a learning tool and as a means of communication between students, faculty and alumni

Readings

Week 4 Lesson

Week 4 Reading & Resources

Assignments & Forums

Week 4 Discussion

Week 5: Strategic Communication through Social Media

Course Objectives

CO4: Explore how social media is used in integrated marketing communication

Readings

Week 5 Lesson

Week 5 Reading & Resources

Assignments & Forums

Week 5 Discussion

Week 5 Social Media and Marketing

Week 6: Social Media and Civic Participation

Course Objectives

CO5: Identify how social media can impact civic engagement in society

CO6: Examine social media and its impact on intercultural communication

Readings

Week 6 Lesson

Week 6 Reading & Resources

Assignments & Forums

Week 6 Discussion

Week 7: Social Media and Legal/Ethical Issues

Course Objectives

CO8: Examine legal and ethical issues relating to privacy, intellectual property and the Fourth Amendment

Readings

Week 7 Lesson

Week 7 Reading & Resources

Assignments & Forums

Week 7 Discussion

Week 7 Social Media and the Courts

Week 8: Social Media and Legal/Ethical Issues

Course Objectives

CO8: Examine legal and ethical issues relating to privacy, intellectual property and the Fourth Amendment

Readings

Week 8 Lesson

Week 8 Reading & Resources

Assignments & Forums

Week 8 Discussion

Evaluation

Grading:

Name	Grade %

Materials

Book Title: Social Media: Usage and Impact - e-book available in the APUS Online Library

Author: Hana S. Noor Al-Deen

Publication Info: Rowman & Littlefield Publishing Group

ISBN: 9780739180099

Book Title: To find the library e-book(s) req'd for your course, please visit http://apus.libguides.com/er.php to locate the eReserve by course #.

Author: No Author Specified

Publication Info:

ISBN: N/A

Websites

In addition to the required course texts, the following public domain web sites are useful. Please abide by the university's academic honesty policy when using Internet sources as well. Note web site addresses are subject to change.

Name	Web Site URL/Address
Social networking myths for business	http://www.forbes.com/sites/nealrodriguez/2011/08/10/ten-myths-about-social-networking-for-business/
Kony Craze	https://ww2.kqed.org/mindshift/2012/03/16/kony-2012-viral-video-prompts-a-teachable-moment/
Mass Communication Theory	http://communicationtheory.org/list-of-theories/
Pros & Cons of Social Media	http://socialnetworking.procon.org/
Small Business Chronicle	http://smallbusiness.chron.com/negative-effect-social-media-society-individuals-27617.html

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Course Guidelines

Citation and Reference Style

- Students will follow APA format as the sole citation and reference style used in written assignments submitted as part of COMMUNICATION program coursework.
- Please note that no formal citation style is graded on forum assignments in the School of Arts & Humanities—only attribution of sources (please see details regarding forum communication below).

Tutoring

- Tutor.com offers online homework help and learning resources by connecting students to certified tutors for one-on-one help. AMU and APU students are eligible for 10 free hours of tutoring provided by APUS. Tutors are available 24/7 unless otherwise noted. Tutor.com also has a SkillCenter Resource

Library offering educational resources, worksheets, videos, websites and career help. Accessing these resources does not count against tutoring hours and is also available 24/7. Please visit the APUS Library and search for 'Tutor' to create an account.

Late Assignments

School of Arts & Humanities Late Policy

Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. As adults, students, and working professionals, I understand you must manage competing demands on your time. Should you need additional time to complete an assignment, please contact me before the due date so we can discuss the situation and determine an acceptable resolution.

Work posted or submitted after the assignment due date will be reduced by 10% of the potential total score possible for each day late up to a total of five days, including forum posts/replies, quizzes, and assignments. ***Beginning on the sixth day late through the end of the course, late work, including forum posts/replies, quizzes, and assignments, will be accepted with a grade reduction of 50% of the potential total score earned.***

Turn It In

Assignments are automatically submitted to Turnitin.com within the course. Turnitin.com will analyze an assignment submission and report a similarity score. Your assignment submission is automatically processed through the assignments area of the course when you submit your work.

Academic Dishonesty

- Academic Dishonesty incorporates more than plagiarism, which is using the work of others without citation. Academic dishonesty includes any use of content purchased or retrieved from web services such as CourseHero.com or Scribd. Additionally, allowing your work to be placed on such web services is academic dishonesty, as it is enabling the dishonesty of others. The copy and pasting of content from any web page, without citation as a direct quote, is academic dishonesty. When in doubt, do not copy/paste, and always cite.

Submission Guidelines

- Some assignments may have very specific requirements for formatting (such as font, margins, etc) and submission file type (such as .docx, .pdf, etc). See the assignment instructions for details. In general, standard file types such as those associated with Microsoft Office are preferred, unless otherwise specified.
- It is the student's responsibility to ensure the all submitted work can be accessed and opened by the instructor.

Disclaimer Statement

- Course content may vary from the outline to meet the needs of a particular group or class.

Communicating on the Forum

- Forums are the heart of the interaction in this course. The more engaged and lively the exchanges, the more interesting and fun the course will be. Only substantive comments will receive credit. Although there is a final posting day/time after which the instructor will grade and provide feedback, it is not sufficient to wait until the last day to contribute your comments/questions on the forum. The purpose of the forums is to actively participate in an on-going discussion about the assigned content.
- "Substantive" means comments that contribute something new and important to the discussion. Thus a message that simply says "I agree" is not substantive. A substantive comment contributes a new idea or perspective, a good follow-up question to a point made, offers a response to a question, provides an example or illustration of a key point, points out an inconsistency in an argument, etc.

- As a class, if we run into conflicting view points, we must respect each individual's own opinion. Hateful and hurtful comments towards other individuals, students, groups, peoples, and/or societies will not be tolerated.
- Students must post a response to the weekly forums prompt and post the required number of replies to other students – refer to the grading rubric and/or forum instructions for specific expectations on number of replies and word count requirements.
- The main response to the forum is due mid-week – refer to the grading rubric and/or forum instructions for specific expectations. Late main response posts to a forum may not be accepted without prior instructor approval.
- Replies must be posted in the week due and replies after the end of the each week may not be graded.

University Policies

Student Handbook

- Drop/Withdrawal policy

- Extension Requests

- Academic Probation

- Appeals

- Disability Accommodations

The mission of American Public University System is to provide high quality higher education with emphasis on educating the nation's military and public service communities by offering respected, relevant, accessible, affordable, and student-focused online programs that prepare students for service and leadership in a diverse, global society.