

**University of Arkansas - Fort Smith
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General Syllabus

MCOM 3303 Survey of New Media

Credit Hours: 3

Lecture Hours: 3

Laboratory Hours: 0

Prerequisite: MCOM 2613 Writing Across the Media

Effective Catalog: 2018-2019

I. Course Information

A. Catalog Description

A survey of the tools and practices of new media as it has evolved during and since the late 20th century. Introduces the implications of new media to journalism, knowledge acquisition and dissemination, politics, culture, and American society at large.

B. Additional Information – None

II. Student Learning Outcomes

A. Subject Matter

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

1. Analyze and understand the differences between old media and new media.
2. Identify the key developments in new media technologies and industries.
3. Understand how the amount of news coverage available has expanded well beyond the limits of newspaper and broadcast media.
4. Analyze and evaluate how new media alters the production and distribution of text, images, audio, and video.
5. Discuss the value of examining new media to improve learning.
6. Analyze and evaluate new media for various platforms and from various industries
7. Discuss the negative aspects of new media technologies and industries.

B. University Learning Outcomes (ULO)

This course enhances student abilities in the following areas:

Communication Skills (written and oral)

Students will communicate proficiently in writing, both in and out of class, and in

speaking.

Global and Cultural Perspectives

Students will work with other students of diverse backgrounds and will examine the rise and influence of the global media.

Ethical Decision Making

Students will reflect upon communications ethics and will be expected to demonstrate academic honesty in the materials they produce for the course.

III. Major Course Topics

- A. Old Media vs. New Media
- B. The history and rise of Web 2.0 technologies and applications
- C. The history and rise of User-Generated Content
- D. Introduction to the idea of New Media Journalism
- E. Viral, guerilla, and consumer-originated news
- F. New types of content
- G. Political implications and uses of New Media
- H. Emerging media and the future
- I. The history and rise of Social Media
- J. Negative aspects of New Media

