

# JB 3623 - Internet Communications

**Dennis Whiteman, lecturer**

Fall 2007 • Tuesday and Thursday, 6:45 p.m. - 8:25 p.m. • 201 Paul Miller Building

**Office Hours:** By Appointment

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<http://jb3623.com/>

## Course Description

Theoretical and practical understanding of how the Internet is changing the way mass media and media-related organizations communicate with audiences.

## Required Reading Materials



### **BOOK: Web Design in a Nutshell, 3rd Edition**

by Jennifer Niederst Robbins

Publisher: **O'Reilly**

Pub Date: **February 2006**

Print ISBN-10: **0-596-00987-9**

Print ISBN-13: **978-0-59-600987-8**

Pages: **826**

**WEB:** Anything linked to or hosted at <http://jb3623.com/>, including this syllabus, the class calendar, posts, comments, podcasts, video blogs and other internet-delivered media. You are expected to review the content on jb3623.com before every class.

## Course Objectives

The primary objective of this course is to expose students to how information is communicated to a mass audience using the internet. You will learn the fundamentals of how the web works, how to create a message for a web audience, how to design for the web and then apply these skills to a semester-long individual class web site project.

To be a good creator of content for the internet, you have to be a good consumer of internet content. Thus, we will explore many of the changing ways that content is communicated over the internet through a web server dedicated to this class located at <http://jb3623.com/>. This site will contain announcements, links to materials referenced during class, and more. RSS feeds on the site are an excellent way to stay up to date with new content posted on the site. In addition, if you have a Facebook account, a JB3623 group can be joined by searching for it in the Oklahoma State network. This group consists of former and present students who are taking or have completed this class.

The dedicated class server will host your individual web site projects on a topic that you will choose. Each of you will be required to create and post web content, including written posts or pages, audio or video materials, and to come up with a design that demonstrates your understanding of the course material. You will have functioning web sites by the end of the second week of this semester and your sites will evolve as you learn new techniques.

Although this is not a computer class, we will use a variety of computer software to demonstrate uses of the internet and the creation of content for web sites. Client software will include Firefox, Safari, iTunes, iCal and Quicktime Pro. Tools used to create these web site projects will include Firefox, TextWrangler, Adobe Photoshop, Adobe Illustrator, Adobe Flash, iPhoto, iMovie and Garageband.

When this course is over, you will have an understanding of the tools and work involved in creating a functioning web site and, hopefully, one that you can be proud to show friends, family and prospective employers. Since the web site project will determine half of your grade, how well you communicate your subject matter will determine how much you get out of this course and how successful you are in achieving your goals.

**Grades**

Final grades in this course will consist of four components:

• Quizzes/Exercises	10%
• Mid-Term Exam	20%
• Final Exam	20%
• Web Site Project	<u>50%</u>
<b>Total</b>	100%

**GRADING SCALE:** A: 90-100 B: 80-89 C: 70-79 D: 60-69 F: 0-59

**QUIZZES/EXERCISES:** To encourage attendance and preparation, quizzes and/or exercises will be given based on recent material. Quizzes/Exercises may or may not be announced in advance and can include true/false, multiple-choice and short-answer questions. Quizzes or exercises missed because of any absence or tardiness will be counted as zero; your two lowest scores will be dropped automatically. In addition, extra credit assignments may be given that replace one low score for each extra assignment.

**EXAMS:** A mid-term exam and a final exam will given according to the class calendar. Each exam is worth 20 percent of your grade, will be comprehensive and may consist of multiple-choice, true-false and short-answer questions. **Makeup exams** may be given only in cases of proven emergencies or university-sponsored activities and only if I am notified before the exam is given. Documentation must be presented before a makeup exam will be scheduled. The Mid-Term Exam will be given on **September 2, 2007** and the Final Exam will be given on **December 11, 2008**.

**WEB SITE PROJECT:** Each student is required to come up with a subject of their choosing and to post at least 30 content items, including written, photographed, audio, video or other content approved by the lecturer, on a web site using the Wordpress content management system. The topic for the web site must be posted on the Student’s web site in the form of an *About* page by the end of class on **August 30, 2007**.

The student’s web site design must meet or exceed w3c web standards, be original and distinct from classmates’ sites, and effectively communicate the chosen subject matter, including correct spelling and grammar. Because this project is half of your grade, ample time will be given in class to work on these projects and explore creative options for achieving the best possible grade. Course material will be structured so that your sites can evolve over the course of the semester as you learn new methods for generating web content.

Mandatory individual status meetings with the lecturer will be conducted the week of **November 13-15, 2007**. The project is due no later than the end of class on **November 27, 2007**, but may be turned in early. There is a physical submission process for completing this assignment that requires your attendance to turn in your assignment. Projects turned in late will receive a reduction of one letter grade for each day they are submitted after the due date except in cases of proven emergencies beyond the control the student.

At the end of the semester, each student will receive a compact disc containing all the files necessary to post static web pages to a portfolio site along with the necessary files to move the site to a Wordpress hosting service.

**Attendance**

This course will be a combination of lecture, discussion and practical application. The class periods are designed to highlight the principles and skills necessary for you to complete the exercises and the web site project. Students who frequently miss class will find themselves lost and failing. By automatically dropping your two lowest quiz grades, you receive two excused absences for the semester. Use these days wisely. Experience shows that students with the best attendance, who spend their lab time working on their projects, and who pay attention during lectures usually get an A; students who rarely come to class, leave early from the lab, and who sleep during the lectures don’t.

## **Class Calendar and RSS Feeds**

Because this is an Internet Communications course, a calendar listing the lectures, lab and reading materials will be posted on the class web site in iCalendar format, an open standard supported by iCal and Entourage on the Macintosh along with Outlook and Sunbird on the PC platform. During the first week of class, we will subscribe to this calendar in iCal during the lab portion of the course.

RSS Feeds are also a helpful way to keep up with materials posted on the class web site. During the first week of class we will subscribe to those feeds so that you can be up to date on what is happening in class. In particular, assignments may be given on the class web site during any snow days that are relevant to the subject matter that would have been covered in a given lecture. Some of this material may also be posted in our Facebook group, but it will not be the primary method of delivery.

## **Additional Lab Hours**

Because this course involves extensive use of technology, which may be highly foreign to our students, I have found in the past that some students benefit from some additional lab time, outside of our regularly scheduled classes, where the lecturer can answer technical questions related to the creation of the student semester web sites. These labs are optional and are scheduled based on times when the maximum number of students can attend, usually on a Monday or Wednesday evening. You should take advantage of these opportunities, which will be announced in class and posted on the class web site in advance.

## **Etiquette**

Even though this is an Internet class, that doesn't mean you can check e-mail and surf the web for the entire class period. I will almost always arrive early enough to class so that you will have some time to perform those tasks before class starts, but once class begins I expect you to focus on me and the material presented in the lectures and lab assignments.

Because the course is taught in a lab setting, food and drinks are not allowed in the classroom. Be considerate of those around you. Please don't play music without headphones or otherwise cause a distraction that will disrupt the entire lab. Turn off all cellphones during the lecture portion of the class; any calls received during the lab portion of the class should be taken outside of the classroom.

## **Accreditation Site Visit**

The School of Journalism and Broadcasting will be evaluated by representatives of the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) October 28-31, 2007. ACEJMC accreditation is important because provides a solid foundation of assurance that the program is properly administered, that the curriculum is relevant and valuable and that faculty have significant professional experience upon which to base their instruction.

It's important that students participate in this process. Members of the site visit team may visit our class on October 30, 2007 and will also meet with teams of students on that day. The school is seeking student volunteers for these meetings and you can sign up in 206 Paul Miller if you would like to participate.

## **Learning Outcomes**

The School of Journalism and Broadcasting has identified expectations for its students as a result of their learning activities. A poster listing all eight expected outcomes is in each classroom of the Paul Miller Building. In this course, we will specifically address the following learning outcomes of the school in these ways:

1. Demonstrate an understanding of the relevant constitutional freedoms, legal issues and ethical principles in mass communications.

*During the semester, we will cover the legal issues of copyright and privacy as they relate to the internet. We will also discuss other timely relevant First Amendment issues related to the internet as they arise in the media. Content created for the semester web site project will honor copyright laws and students will be expected to give credit when quoting material published on other web sites within the content of their web sites.*

3. Demonstrate an understanding of the history and social role of mass communications.

*Compared to print and broadcast media, the internet is a relatively new medium, having only risen to the level of a mass medium in the past dozen years or so. In this course, we will study the history of the internet and its role in society, including the evolution of social networks such as Facebook, MySpace.com and YouTube.com. We will also discuss how the internet may replace or supplement traditional media, over the coming decades.*

4. Demonstrate critical, creative and individual thinking.

*For their web site project, each student will be required to come up with a topic around which their sites will be built. Each student will be expected to create unique and individual content for their site that demonstrates an ability to think creatively and differently.*

5. Demonstrate an understanding of the relevant theories and concepts of mass communications.

*Content created for the semester web site project must be well organized, grammatically correct, and with proper spelling. Graphics must enhance the presentation of web content and not detract from the overall message presented by the site. The ability to write well and convey ideas is the foundation of mass communications and each student's project will be graded based on this foundation with severe penalties for misspelled words and incorrect grammar. In addition, the sites created must conform to World Wide Web Consortium (w3.org) standards.*

6. Demonstrate an understanding of the methods and techniques of research and information gathering.

*The creation of content for the semester web site project will involve researching a topic of the student's choice and gathering information about it from around the internet. Students will be expected to link to relevant material from other web sites on the internet as a means of demonstrating mastery of the concept of hyper-linking.*

7. Demonstrate appropriate writing, editing and production techniques in mass communications.

*The semester web site project consists of writing, editing and producing at least 30 content items for the internet. These items can be written articles or commentary, audio material, such as podcasts, video productions, or other multimedia content.*

8. Demonstrate an understanding of relevant planning and management methods in mass communications.

*The semester web site project will involve developing a plan for a web site and managing its content as it evolves over the course of the semester. A content management system (CMS) will be provided and students will be expected to master it in order to complete a web site covering their chosen topic.*

## **Finally...**

No two groups of students are the same. Some students take a particular interest in certain topics, or world and/or local events may necessitate discussions not listed in the syllabus. Therefore, I reserve the right to make changes to meet the needs of the class and to allow for the unscheduled arrival of guest speakers, etc.



# OKLAHOMA STATE UNIVERSITY SYLLABUS ATTACHMENT FALL 2007

<http://osu.okstate.edu/acadaffr/aa/syllabusattachment-Fall.htm>

WE ARE VERY CONCERNED ABOUT YOUR SUCCESS AS A STUDENT AT OSU. THIS INFORMATION IS PROVIDED TO ANSWER QUESTIONS MOST OFTEN ASKED BY STUDENTS.

## IMPORTANT DATES

Last day to add a class (without instructor permission)	8/27/07
Last day to <b>drop a course</b> with no grade and no fees charged for courses	8/27/07
Last day to withdraw completely from the University and receive a 100% refund	8/27/07
Last day to add a class (with instructor permission)	8/31/07
Last day to file diploma application	8/31/07
Last day to drop a course with an automatic "W" and receive a 50% refund	8/31/07
Last day to withdraw completely from the University and receive a 50% refund	8/31/07
Last day to post 6 week grades for 1000 & 2000 level courses	10/02/07
Last day to <b>drop a class</b> with an automatic "W"	11/9/07
Last day to <b>withdraw completely from the University</b> with an automatic "W"	11/9/07
Last day to <b>withdraw completely from all OSU classes</b> with an assigned "W" or "F"	11/30/07
Pre-Finals week	12/3 – 12/7/07
Final examinations	12/10 – 12/14/07

## FALL SEMESTER HOLIDAYS

Labor Day*	9/3/07
Fall Break (Monday classes will meet on Wednesday, 10/10/07)	10/8 - 10/9/07
Oklahoma Statehood Day*	11/16/07
Thanksgiving Break* *University closed	11/22 - 11/25/07

## DROPPING A COURSE AND WITHDRAWING FROM THE

UNIVERSITY Students often confuse these terms <http://osu.okstate.edu/acadaffr/DropAdd.htm>.

**Dropping a Course** (or courses) may occur during the first twelve weeks of the semester. This means, however, that you are still enrolled in at least one other OSU course. (Remedial courses cannot be dropped without written permission of the advisor.) *After the twelfth week (November 9, 2007), a course may be dropped by petition but **only** when verifiable extenuating circumstances can be demonstrated.* Verifiable extenuating circumstances must be reasons beyond your control, such as illness or accidental injury.

**Poor performance in class is not an extenuating circumstance.** You must obtain a petition to drop a course after the deadline from your advisor and get the signature of your advisor and dean with a grade of "W" or "F" assigned by the instructor. The Late Drop Panel must then approve the petition.

**Withdrawing** from the university means that you are dropping *all* of your courses and *are no longer enrolled for the current semester.* This may occur until the Friday before pre-finals week (November 30, 2007). The withdrawal process is initiated in your dean's office. CHECK THE IMPORTANT DATES SECTION FOR THE "DROP" AND "WITHDRAWAL" DEADLINES FOR THIS SEMESTER.

## ACADEMIC INTEGRITY POLICY

Oklahoma State University is committed to the maintenance of the highest standards of integrity and ethical conduct of its members. This level of ethical behavior and integrity will be maintained in this course. Participating in a behavior that violates academic integrity (e.g., unauthorized collaboration, plagiarism, multiple submissions, cheating on examinations, fabricating information, helping another person cheat, unauthorized advance access to examinations, altering or destroying the work of others, and fraudulently altering academic records) will result in your being sanctioned. Violations may subject you to disciplinary action including the following: receiving a failing grade on an assignment, examination or course, receiving a notation of a violation of academic integrity on your transcript, and being suspended from the University. You have the right to appeal the charge. Contact the Office of Academic Affairs, 101 Whitehurst, 405-744-5627, [academicintegrity.okstate.edu](http://academicintegrity.okstate.edu).



## CLASS ATTENDANCE IS IMPORTANT

Attendance usually has a high correlation with how well you perform in a course. Talk with your instructor about any absences. Many instructors consider attendance so essential that your grade may be affected by your absence. *SOME DEPARTMENTS AND PROFESSORS HAVE MANDATORY ATTENDANCE POLICIES.* Check your course syllabus or ask your instructor for this information. If you are required to participate in official university-sponsored activities or military training you should receive an excused absence unless the written course attendance policy indicates otherwise.

## PRE-FINALS WEEK POLICY

Final examinations are scheduled at the end of each semester and are preceded by pre-finals week, which begins seven days prior to the first day of finals. During pre-finals week, all normal class activities will continue; however, no assignment, test, or examination accounting for more than 5% of the course grade may be given; and no activity or field trip may be scheduled that conflicts with another class. This excludes makeup and laboratory examinations, out-of-class assignments (or projects) made prior to pre-finals week, and independent study courses. No student or campus organization may

hold meetings, banquets, receptions, or may sponsor or participate in any activity, program, or related function that requires student participation. Contact the Office of Academic Affairs, 405-744-5627, 101 Whitehurst.

### **FINAL EXAM OVERLOAD POLICY**

In the event that you have three or more final exams scheduled for a single day, you are entitled to arrange with the faculty member instructing the highest numbered course (4 digit course number) or two highest, if you have four finals on one day, to re-schedule that examination(s) at a time of mutual convenience during final exam week. You may not reschedule common final exams unless you have common exams scheduled at the same time. You should submit this request in writing, with a copy of your class schedule, at least two weeks prior to the beginning of final exam week. The faculty member has one week prior to the beginning of final exam week to arrange a mutually convenient time for administration of the final exam, after which you take the request to the Office of Academic Affairs, 101 Whitehurst.

### **INFORMATION TECHNOLOGY**

**Student Email** - OSU uses your OKSTATE.EDU email address for electronic correspondence. If you do not use the OSU email system you must redirect your okstate.edu email using the Orange-Key System ([www.okey.okstate.edu](http://www.okey.okstate.edu)). Failure to maintain an accurate email address may result in missed or lost university communications. For email assistance contact the IT Helpdesk at 405-744-HELP (4357).

**Computer Labs** - A complete description of computer labs and hours of operations are available at their website: [home.okstate.edu/ITDLabs](http://home.okstate.edu/ITDLabs). Lab information is also available by calling the Information Technology Help Desk, 405-744-HELP (4357).

### **LIBRARY HOURS**

**Edmon Low Library (405-744-5029)**

**Digital Library Toll Free: (1-877-744-9161)**

Monday-Thursday	7:30 a.m.-2:00 a.m.
Friday	7:30 a.m.-10:00 p.m.
Saturday	9:00 a.m.-10:00 p.m.
Sunday	9:00 a.m.-2:00 a.m.

\*Hours will vary during University holidays.

\*Contact the following for information on hours of operation:

Architecture Library	405-744-6047
Curriculum Materials Library	405-744-6310
Veterinary Medicine Library	405-744-6655

Library web address: [www.library.okstate.edu](http://www.library.okstate.edu)

### **GENERAL EXPECTATIONS OF STUDENTS**

By enrolling at Oklahoma State University, you accept responsibility for complying with all University policies and contracts, and for local, state and federal laws on- or off-campus that relate to the University's mission. **The Student Rights and Responsibilities Governing Student Behavior** document explains the standards of behavior expected of you, processes in place for enforcing the rules, and the University's response to violations ([www.okstate.edu/ucs/srr.html](http://www.okstate.edu/ucs/srr.html)). In general, the University expects you to respect the rights of others and authority, represent yourself truthfully and accurately at all times, respect private and public property, and take responsibility for your own actions and the actions of your guests. Call 405-744-5470 for more information.

### **WHERE TO GO FOR HELP**

**Instructor** - If you have questions regarding your class, talk to your instructor. Faculty members usually include their office hours and/or phone number in the class syllabus. If you cannot locate this information, set a time to meet with your instructor by speaking with him/her prior to or immediately following your class session or check with the departmental office on when the instructor may be available.

**Academic Advisor** - All students will benefit by conferring with an advisor on a regular basis. If you do not know your advisor, or are unhappy with your advisor, talk to the Student Services Director for your college.

**Academic911.okstate.edu** - Your online resource for academic and personal success, sponsored by Student Affairs.

**Mathematics Learning Resource Center** (4<sup>th</sup> Floor, Classroom Building) Tutors are available to answer questions for classes ranging from Beginning Algebra through Calculus II. Tutoring for Differential Equations and Linear Algebra is offered at specific times. Go to [www.math.okstate.edu/mlrc](http://www.math.okstate.edu/mlrc) or call 405-744-5818.

**Writing Center** (104 Morrill Hall) The Writing Center helps writers throughout the composing process: you should plan to visit early and often throughout the semester, not just the day before an assignment is due. Tutors will work with you to improve your brainstorming, organizational, and composing techniques. Call 405-744-6671 or go to [english.okstate.edu/writing](http://english.okstate.edu/writing).

**Tutoring** (214 Student Union) University Academic Services offers free individual tutoring for a variety of courses. Call 405-744-5333. [Academic911.okstate.edu](http://Academic911.okstate.edu) lists other tutoring services.

**University Counseling Services** (316 Student Union or 002 University Health Services) Professional counselors offer confidential personal and/or career counseling. Call 405-744-5472 or 405-744-7007 or [www.okstate.edu/ucs/Counselingservice.htm](http://www.okstate.edu/ucs/Counselingservice.htm).

**Office of Student Disability Services** (315 Student Union) - According to the Americans with Disabilities Act, each student with a disability is responsible for notifying the University of his/her disability and requesting accommodations. If you think you have a qualified disability and need special accommodations, you should notify the instructor and request verification of eligibility for accommodations from the Office of Student Disability Services. Please advise the instructor of your disability as soon as possible, and contact Student Disability Services, to ensure timely implementation of appropriate accommodations. Faculty have an obligation to respond when they receive official notice of a disability but are under no obligation to provide retroactive accommodations. To receive services, you must submit appropriate documentation and complete an intake process during which the existence of a qualified disability is verified and reasonable accommodations are identified. Call 405-744-7116 or go to [www.okstate.edu/ucs/stdis/](http://www.okstate.edu/ucs/stdis/).

**Office of Affirmative Action** (408 Whitehurst) Oklahoma State University policy prohibits discrimination based upon gender, race, color, ethnicity, age, religion, national origin, veteran's status, disability, or sexual orientation. If you believe that you are being discriminated against, you may discuss your concerns and file informal or formal complaints with Dr. Carolyn Hernandez, 405-744-5371.

### **SEEK ANSWERS TO YOUR QUESTIONS**

The OSU faculty and staff want you to be successful in your educational pursuits. If you have questions or concerns, seek help **EARLY**. We are here to assist you.