Instructor: Dr. Kajsa Dalrymple
Office: W339 Adler Journalism Building
Office Hours: Wednesday 1 p.m. – 3 p.m., Thursday 10 a.m. – 11 a.m., or by appointment
Phone: 319-335-3360
Email: kajsa-dalrymple@uiowa.edu

Course Website: ICON website
Lecture: Monday 6:30 p.m. to 10:05 p.m.

COURSE DESCRIPTION

This is an introductory course that is taught in a hands-on, workshop style. We will focus our time on core concepts and technologies needed to create online multimedia materials. You will practice what you are learning by doing. This semester you will be creating and maintaining your own blog on a topic you are passionate about. This blog must include written content (posts), audio and video.

Students in this class are expected to engage with the information in lecture and from the readings to develop their viewpoints and to present and defend their thoughts in a critical way. Students are expected to keep up-to-date with the lecture and syllabus, hand in assignments on time, and to ask questions if instructions are not clear.

Class meets once a week. **Attendance of the full class is required.** You will not pass this class without satisfactory work and participation in class. During the semester, we will cover topics including:

- **New Media:** Their overall structure and theories about their impact at a societal and individual level.
- **Strategic Communication:** Strategic communication attempts to persuade audiences. This discussion topic includes advertising and public relations.
- **Journalistic Communication:** Communication that seeks to inform. During this section we will discuss electronic, print, and other forms of media.
COURSE GOALS

This course is designed to give you a hands-on experience with:

- Picking a topic to establish yourself as a thought leader
- Creating a blog
- Writing compelling blog posts (regularly!)
- Recording, editing and adding audio posts
- Recording, editing and adding video posts
- Using tools such as YouTube, Facebook, Twitter, etc. to share materials
- How to get seen (connecting with communities and getting your blog noticed)

RULES

Absences/Lateness: Attendance at all classes is required. If you know in advance you will be missing a class, please speak with me to make appropriate arrangements. If you miss a class, it is your responsibility to turn in the homework assignment, or paper, on time.

Tips for Harmonious Email Communication: The best way to contact me is to attend my weekly office hours or before and after class. You should feel free to email me short administrative questions or set up meeting times. I try to respond to student emails in a timely manner (usually within 24 hours) but please try to avoid sending last-minute messages. If you have a question regarding any assignment, please try and contact me 48 hours prior to their due date.

ASSIGNMENTS

1. Class Participation (20%): Participate in discussion! The best way to make the course more interesting is by being an active speaker and listener. I do understand that there are some people who don’t like to speak in class. Being present, alert, and interested will count in participation grading to some extent, but it is not sufficient. By sharing your thoughts and ideas, you can help each other think critically and engage the material. I know that sometimes the readings will not excite you, but class is the perfect time to talk about this. Thinking critically about other’s writing is also an important step in your writing development. If you think your ability to speak in class will be limited, please come talk to me during office hours early in the semester.

2. Blogging (60%): Your blog will be the centerpiece of all your class activity. You will create your own blog and post a minimum of 3 times per week. Your blog will contain writing, audio, video, and other media that you are interested in. Each of these types of content will be graded and serve as a percentage of your grade. Since posts are so important to this class, we will discuss crafting great posts throughout the semester.

Worried about what can be a post? Don’t be. There are unlimited options for blog topics. Examples of blog posts can include commentary on an article (e.g., “I just read this great article/post from Scientific American Mind about Depression. They said… here is what I think about what they said”), something a friend said (e.g., “A friend in my engineering class
brought up an intriguing topic…”), something you noticed (e.g., “How do students react to tragedy? Here are what UI students are doing to help people in Japan”), reviews (products, books, policy, blogs, videos), interviews (with experts) and sharing (getting involved in media coverage).

In particular you will be producing the following throughout the semester:

• **Weekly Blogs:** You will need to blog **at least 3 times per week.** This means you must have posted 3 blogs before the start of class. Please note, that effort will be rewarded so feel free to blog more than the minimum requirement.

We will be providing you with weekly feedback on your blogs so you can track your progress throughout the semester. If you would like to get more specific feedback (on grammar, topics, etc.) you can submit one blog per week for comments (this is not required, but an option for you at any time in the semester).

In addition to your weekly blogs we will be learning about a number of specific blogging techniques:

- **Live Blogs (10%):** We will be learning about live blogging software throughout the semester and you will be required to live blog twice at an event that is related to your blog (during weeks 4 through 11).

- **Expert Interviews (10%):** You will be required to interview at least 2 experts in your area of interest and post the transcript, audio, or visual on your blog.

- **Topic Blogs (20%):** During the semester we will spend four weeks discussing the impact of new media on four focus areas. During these weeks you will be required to devote one of your three blogs to the weekly topic area.

- **Reflection Blogs (20%):** You will be required to devote your blog to a class article 3 times this semester. These blogs will be critical reflections on the reading(s) that will contribute to the current academic discussion and pose questions for future research. During these weeks, you will also be expected to bring in a related article to share with the class.

3. **Final Project (20%):** Starting in Week 12 we will shift our focus to the application of these topic areas and skills in the real world. Specifically, you will work with a group of your colleagues on developing a strategic social marketing campaign for an organization in Iowa. By the end of the semester you will have completed a strategic portfolio that could be presented to the organization and offers them a full strategic plan for their future campaign.
PROPOSED SCHEDULE

This is the tentative outline for our course. Because this is a hands-on seminar, the syllabus may be amended if particular points need to be emphasized or skills practiced. The primary method for updating readings, assignments, etc. will be in class or via email.

**Week 1 – August 22 – Introduction…Becoming a Meaning Maker**
Course Overview (goals, projects, expectations, course website)

**Week 2 – August 30 – Word Press and Blogging**

Readings:


**Week 3 – September 5 – NO CLASS**

**Week 4 – September 12 – Writing for Online Audiences and Getting Online**
Writing compelling blog posts. Why post titles matter. In class, we will post 25 titles as drafts and review your postings for the last week.

Readings:

**Week 5 – September 19 – Social Media Tools**
The key component for being successful with social media is to listen and use tools that you are comfortable with. This week, we will learn about video, live blogging, etc.

**Readings:** TBA

**Week 6 – September 26 – What is Journalism… an Online Community?**
What does it mean to be a journalist now that anyone can publish online? In class we will examine blogs by individuals that we consider journalists and compare them to more traditional forms of journalism. Social media allow us to be connected with thousands of people at the touch of a button. Is this encouraging a “marketplace of ideas” or are our standards for quality information changing.

**Readings:**


**Week 7 – October 3 – Public Opinion**
How can our use of social media influence public attitudes and opinion? Do we have more influence now? Or do we face issues related to credibility and expertise?

**Readings:**


Week 8 – October 10 – Political Communication
Politicians have been utilizing social media for a number of purposes over the last 5 years. We will be discussing whether these advances are working and how politicians and policy makers can use these media more effectively.

Readings:


Week 9 – October 17 – Science and Health Communication
We encounter scientific information on a daily basis. During this week we will examine the ways that social media may be changing our perception of scientists and health specialists. We will be addressing issues like uncertainty, credibility, and social media effects.

Readings:


Week 10 – October 24 – International Communication
With social media, foreign countries are just seconds away. During this week we will discuss topics such as travel blogging and international relations and the ways that social media are knocking down international boundaries.

Readings:


- We will also review several online sources for international bloggers

Week 11 – October 31 – Risk Communication
With tragedies such as the earthquakes Haiti and Japan in our not so distant past, it is important to consider how social media are influencing our perceptions of risk. We will address questions such as: Do we feel more at risk now that our personal information is everywhere? Are social media helping during tragic situations such as evacuation or alerting people of natural disasters.

Readings:


Week 12 – November 7 – Social Marketing
Discussions will be oriented on the adaptation of old social marketing techniques to include new social media. This section of the class will mostly be focused on how these topics relate to your final project.

Readings:


**Week 13 – November 14 – Multimedia Campaigns**

This week we will discuss attributes of successful multimedia campaigns. These conversations will focus on how strategic campaigns can incorporate new media in order to be more persuasive and influence public opinion, attitudes, and behavior.

**Readings:**


• Other examples shown in class

**Week 14 – November 21 – NO CLASS**

**Week 15 – November 28 – Media and Social Change**

As we continue with our projects it is important to consider the outcome of our social marketing campaigns. Can we really influence social change with multimedia campaigns? If so, what are our responsibilities as communicators in encouraging change?


• Other examples shown in class

**Week 16 – December 5 – Presentations**
The College of Liberal Arts and Sciences
Policies and Procedures

Administrative Home: The College of Liberal Arts and Sciences is the administrative home of this course and governs matters such as the add/drop deadlines, the second-grade-only option, and other related issues. Different colleges may have different policies. Questions may be addressed to 120 Schaeffer Hall, or see the CLAS Student Academic Handbook.

Electronic Communication: University policy specifies that students are responsible for all official correspondences sent to their University of Iowa e-mail address (@uiowa.edu). Faculty and students should use this account for correspondences. (Operations Manual, III.15.2. Scroll down to k.11.)

Accommodations for Disabilities: A student seeking academic accommodations should first register with Student Disability Services and then meet privately with the course instructor to make particular arrangements. See www.uiowa.edu/~sds/ for more information.

Academic Honesty: The College of Liberal Arts and Sciences expects all students to do their own work, as stated in the CLAS Code of Academic Honesty. Instructors fail any assignment that shows evidence of plagiarism or other forms of cheating, also reporting the student's name to the College. A student reported to the College for cheating is placed on disciplinary probation; a student reported twice is suspended or expelled.

CLAS Final Examination Policies: Final exams may be offered only during finals week. No exams of any kind are allowed during the last week of classes. Students should not ask their instructor to reschedule a final exam since the College does not permit rescheduling of a final exam once the semester has begun. Questions should be addressed to the Associate Dean for Undergraduate Programs and Curriculum.

Making a Suggestion or a Complaint: Students with a suggestion or complaint should first visit the instructor, then the course supervisor, and then the departmental DEO. Complaints must be made within six months of the incident. See the CLAS Student Academic Handbook.

Understanding Sexual Harassment: Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. See the UI Comprehensive Guide on Sexual Harassment for assistance, definitions, and the full University policy.

Reacting Safely to Severe Weather: In severe weather, class members should seek appropriate shelter immediately, leaving the classroom if necessary. The class will continue if possible when the event is over. For more information on Hawk Alert and the siren warning system, visit the Public Safety web site.
The Iowa Dozen

The mission of our School is to educate journalism and mass communication professionals, scholars and faculty. Through professional and creative research activities, they enhance a continually growing and evolving understanding of the social and cultural roles, responsibilities, and contexts for communicators in a democratic society, as well as in diverse global contexts.
To accomplish that mission:

**We learn to ...**
1. Write correctly, clearly and well.
2. Conduct research and gather information responsibly.
3. Edit and evaluate carefully.
4. Use media technologies thoughtfully.
5. Apply statistical concepts accurately.

**We value ...**
6. Free speech and First Amendment principles for all individuals and groups.
7. A diverse global community.
8. Creativity and independence.

**We explore ...**
10. Theories and concepts.
11. The history, structure and economy of media institutions
12. The role of media in shaping cultures.