

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

STCO 532

MEDIA TECHNOLOGIES & COMMUNICATION STRATEGIES

COURSE DESCRIPTION

This course examines established and emerging media technologies used by various organizations in communicating specific messages to diverse audiences.

RATIONALE

The purpose of media technologies is to review new media and new applications of traditional media. Communication technology is the nervous system of contemporary society, transmitting and distributing sensory and control information and interconnecting a myriad of interdependent units. Because these technologies are vital to commerce, control, and maintaining interpersonal relationships, any change in communication technologies has the potential for profound impacts on virtually every area of society.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Microsoft Office
- D. Adobe Acrobat Reader (available for download within course)
- E. Media player software

IV. MEASURABLE LEARNING OUTCOMES

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

- A. Identify the current state of the major media technologies.
- B. Analyze current issues in new media use, particularly those relating to the First Amendment.
- C. Appraise the current academic literature of the field.
- D. Synthesize a Christian perspective on media technologies.
- E. Articulate findings in both written and oral forms.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

A. Textbook readings and lecture presentations

B. Course Requirements Checklist

After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.

C. Discussion Board Forums (6)

Discussion boards are a collaborate learning experience. Therefore, for each forum, the student will be required to view at least 2 classmates' media projects and respond to each with a 200-word (minimum) reply. These replies will be ignited by a question the presenter poses in his/her video lecture.

D. Media Project

The student will give 1 presentation on media technology *using* media technology. Each student is responsible for 1 chapter from the text. When the student's designated chapter is scheduled for assigned reading, the student will post a self-recorded video lecture and an accompanying PowerPoint in the Discussion Board Forum as a thread.

E. Christian Application Paper Abstract

Prior to writing the Christian Application Paper, the student will submit an abstract that briefly summarizes its contents. The abstract needs to be accurate, concise, and consistent with current APA format. It must be no more than 150 words.

F. Christian Application Paper

The student will write a 3–5-page research paper on an electronic communication technology of his/her choosing. This technology may be new (e.g., the Internet) or a newer application of older technology (e.g., talk radio, which from a national perspective, is relatively recent). Current APA format is required.

G. Annotated Bibliography Sample

Prior to submitting the full annotated bibliography, the student will submit a brief sample of 10 unique references (website, scholarly journal article, book, etc.).

H. Annotated Bibliography

The student will create an annotated bibliography for at least 1 new media technology with an organized list of 41 references that range from scholarly journals to books to websites. Each references's central theme or scope must be annotated by 3 to 6 sentences. Current APA format is required.

I. Final Exam

The Final Exam will be open-book/open-notes with 50 multiple-choice questions covering material from the textbook as well as the video lectures provided by the instructor.

VI. COURSE GRADING AND POLICIES**A. Points**

Course Requirements Checklist	10
Discussion Board Forums (6 at 25 points)	150
Media Project	200
Christian Application Paper Abstract	50
Christian Application Paper	150
Annotated Bibliography Sample	100
Annotated Bibliography	150
Final Exam	200
Total	1010

B. Scale

A = 940–1010 A- = 920–939 B+ = 900–919 B = 860–899 B- = 840–859
 C+ = 820–839 C = 780–819 C- = 760–779 D+ = 740–759 D = 700–739
 D- = 680–699 F = 0–679

C. Disability Assistance

Students with a documented disability may contact Liberty University Online's Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

COURSE SCHEDULE

STCO 532

Textbook: Grant & Meadows, *Communication Technology Update and Fundamentals* (2016).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Grant & Meadows: chs. 1–5 4 presentations	Course Requirements Checklist DB Forum 1 Media Project – Chapter Selection	10 25 0
2	Grant & Meadows: chs. 6–8 2 presentations	Christian Application Paper Abstract	50
3	Grant & Meadows: chs. 9–10	Media Project – Chapters 6–9	*
4	Grant & Meadows: chs. 11–14	DB Forum 2 Replies to Projects Media Project – Chapters 10–13 Christian Application Paper	25 * 150
5	Grant & Meadows: chs. 15–16	DB Forum 3 Replies to Projects Media Project – Chapters 14–17	25 *
6	Grant & Meadows: chs. 17–19	DB Forum 4 Replies to Projects Media Project – Chapters 18–21 Annotated Bibliography Sample	25 * 100
7	Grant & Meadows: chs. 20–22 1 presentation	DB Forum 5 Replies to Projects Media Project – Chapters 22–25	25 200*
8	Grant & Meadows: chs. 23–25	DB Forum 6 Replies to Projects Annotated Bibliography Final Exam	25 150 200
TOTAL			1010

DB = Discussion Board

* Media Projects are due according to the chapter assigned. Each Media Project can earn a total of 200 points.

NOTE: Each course week begins on Monday morning at 12:00 a.m. (ET) and ends on Sunday night at 11:59 p.m. (ET). The final week ends at 11:59 p.m. (ET) on **Friday**.