

COMM451
COMPUTER-MEDIATED COMMUNICATION
WKU Web Course
Spring 2011

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Email Policy:
Please include a subject line and at the end of your message
include your name and the course # (COMM 451).

Course Description

This course examines the critical issues of computer-mediated communication (CMC) in contemporary organizations. It covers major CMC theories, important concepts, research findings, and case studies to consider effective CMC in the workplace. We will also discuss pros and cons between traditional face-to-face communication and CMC from multiple perspectives.

Course Objectives

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

- Demonstrate understanding of CMC theories and related concepts
- Develop critical thinking and analytical skills to determine effective CMC
- Develop application skills to be used in the actual workplace
- Develop forward thinking skills that are necessary for organizational managers

These objectives can be met by reading the textbook and additional materials, by actively participating in class discussions, and by conducting your own research.

Required Resources

1. Textbook

Browning, L. D., Setre, A. S., Stephens, K. K., & Sorenes, J-O. (2008). *Information and communication technologies in action (2nd ed.)*. New York: Routledge.
ISBN 10: 0415965462

Additional readings are also posted for class discussion under Course Content.

2. Daily Access to Blackboard (COMM451: Computer-Mediated Communication). Please note that IT Helpdesk (270-7000) suggests using Firefox for Blackboard.

Course Requirements

The course grade will be determined by the student's performance on the following assignments:

Chapter Quizzes	15%	
Final Exam	15%	A = 90 - 100%
Participation in Discussions	25%	B = 80 – 89%
Blog Entries & Comments	10%	C = 70 – 79%
Case Studies	15%	D = 60 – 69%
Org. Blog Analysis	20%	F = 59% and below

Total	100%
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Please note grades will not be provided via e-mail.

Quizzes – There will be five chapter quizzes to test your knowledge from readings. Each quiz includes 10 multiple choice and true/false questions. Most questions are straight-forward. You may open the textbook, but remember that you have 10 minutes to complete the quiz for the week. After 10 minutes, you will be warned for the first time, and from the second time 1 point per minute will be deducted from your quiz grade. Please watch the time. Please also note that the quiz opens on Friday morning of the preceding week and closes on Monday evening (Tuesday morning for a holiday weekend) of the week. Once you open the quiz, you must complete it within the time. You cannot re-open the quiz once it is closed. Your answers cannot be changed after submission. The quiz dates and times are available on the course schedule. There is no make-up. Watch the schedule.

Final Exam - The final exam will be given to test your knowledge, application, and synthesizing skills. The format will be multiple-choice, true/false, matching, and short answers. The questions will be pulled from all reading materials and class discussions throughout the course. You may open any reading materials to take the exam. Similar to the quizzes, once you open the exam, you must complete it within the time, and time penalty will be applied.

Participation - Because this is an online course, you will participate in class through discussion boards and blog entries. Your active participation is strongly encouraged as it significantly counts toward your course grade.

Discussion Boards

You will have online discussions with your classmates throughout the semester. You are expected to participate in the discussion over 2 different days with insightful comments, which are relevant to the topic and responding to other members' comments. Your comments should be supported by academic (e.g., textbook, articles) evidence with appropriate citations along with real-life examples.

Blog Entries & Comments

There will be three required blog entries in this course. You will be provided with specific prompts, related to the class readings, to respond to in your blog entries. For each blog entry, you will also be expected to comment on the blog entries of your classmates. Your comments should reflect engagement with your classmates' ideas and thoughts.

Case Study Analysis - This is an application exercise. Applying your knowledge obtained in the course to each case scenario, you will type a 2-page summary for each case. The detailed instructions will be posted under Assignments.

Organizational Blog Analysis – You will monitor blog entries by a member of an organization (e.g., CEO's blogs, facebook by PR of an organization, etc.). Conduct content analysis to see how it is used and discuss pros and cons for the organization by applying theories, concepts, and research findings we discussed. The detailed instructions will be posted under Assignments.

Site Approval Due: March 2 @5 pm.

Important Note: Those who missed the site approval due will receive zero for this assignment.

Paper Due: May 5 @10 am.

About Assignments –

- **All written assignments must conform to APA (American Psychological Association) style (6th edition).** This is the writing style, which the field of communication follows. Those who are not familiar with APA style can access to the tutorial website maintained by Purdue University via Blackboard.
- **Late Work** – Late work is defined as submission after the due for any reason. Late work will be evaluated with 10% deduction per day. Please note the submission site will be automatically closed after the due. If you still wish to turn in your late work:
 1. Obtain permission from the instructor by email before you turn in your assignment.
 2. Once it is approved, you will be advised on how to turn in your assignment.

*Any late assignments without permission will not be accepted.

To avoid late work, do not wait until the last minute to turn in your assignment.

Technical Assistance

If you are experiencing technical difficulties with Blackboard, call WKU's IT Help Desk (270-745 -7000) immediately.

Academic Honesty - Cheating and Plagiarism Policy

All work should be a reflection of your own efforts. A student who cheats or plagiarizes will receive **zero** for that assignment and/or a failing grade for the course. To avoid any impropriety, protect yourself. In written assignments, (a) provide the names of the authors of all ideas that are not one's own (b) carefully summarize another's works and ideas in your own words with proper citations. Please note that your assignment may be checked using plagiarism detection software.

Students with Disabilities

In compliance with university policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Office for Student Disability Services in Downing University Center, A-200. The phone number is 270-745-5004.

Academic Assistance on Campus

The Learning Center (DUC A330) provides free supplemental education programs for all currently enrolled WKU students. TLC at DUC offers CRLA Certified, one-on-one tutoring in over 100 general education subjects by appointment or walk in and hosts a branch of the English Department's Writing Center. TLC is also a quiet study area, with side rooms designated for peer to peer tutoring, and offers a thirty two machine computer lab. Additionally, TLC has two satellite locations, one each in Douglas Keen Hall and in Pearce Ford Tower that provide computer and print service, tutoring, and quiet study areas. For more information, or to schedule a tutoring appointment, please call TLC at (270) 745 - 6254 or log on to our website at www.wku.edu/tlc.

Hours TLC at DUC: Monday - Thursday 8:00am - 9:00pm; Friday 8:00am - 4:00pm; Sunday 4:00pm - 9:00pm TLC at Keen/PFT: Sunday - Thursday 6:00pm - 11:00pm

Other Important Notes

- You are expected to read this syllabus carefully and follow the rules. In addition, students are responsible for all information, announcements, and changes addressed in Blackboard.
- The instructor reserves the right to alter the syllabus during the semester, if necessary.

Please go to: Course Schedule on Blackboard to see the semester and weekly schedule.