



COLLEGE OF COMMUNICATION
AND THE ARTS
SETON HALL UNIVERSITY

COURSE

NO: COBF 2252

TITLE Digital
Media

SEMESTER: Fall 2021

MEETING DAY(S)/TIME: Mondays, 2-4:30 PM

LOCATION/ROOM: Fahy Hall 2

INSTRUCTOR: Ruth Tsuria, PhD

EMAIL: ruth.tsuria@shu.edu

OFFICE HOURS: Tuesday, 1-3 and by appointment as needed – please request appointments at least 2 days in advance so I can identify a time for us to meet; all office hours via MS Teams videoconference.

Course Delivery: Offline.

Credit Hours: 3

Course Description

This course introduces students to scholarly literature in the humanities-based field of media studies on the way the digital revolution and mobile technologies are changing the nature of television and film production, distribution, and consumption and changing the way people construct their identities and their social relations through social media.

Learning Outcomes

Course Material

Introduction to Digital Media. Alessandro Delfanti and Adam Arvidsson. Wiley-Blackwell, 2018. (ISBN: 978-1-119-27639-5)

Available at the bookstore and on Amazon.

Course Assignments

Participation 30%

Mid-term 20%

Original Video Essay 50%

Topic and Bibliography 5%

Paper Proposal 5%

Narrative Draft(s) 10%

Final Paper 10%

Video Essay Product 20%

Grade Ranges			
A	94% - 100%	C+	77% - 79%
A-	90% - 93%	C	73% - 76%
B+	87% - 89%	C-	70% - 72%
B	83% - 86%	D+	65% - 69%
B-	80% - 83%	D	60% - 64%
F		< 59%	

Participation: This is an extremely ACTIVE class, which will require your full participation. Therefore, you need to be present in all classes, physically, mentally, and intellectually. Each class session will include discussion, journaling, or workshop.

There are 15 class sessions, and your participation in each class will count as 2% of your final grade ($2 \times 15 = 30$). Therefore, missing a class will hurt your final grade. If you have a valid reason for abstention (sickness, family emergency, etc.) you must inform the instructor at least 24 hours before the class.

Mid-Term: A written, in-class, exam covering the textbook and class lectures and discussions.

Original Research: At the end of the semester, each student will submit a video essay (5-7 minutes) supported by an 8-10-page research paper.

Students an original research piece, which will include a literature review, collecting data, analyzing the data, and presenting an original argument. Your paper research should engage with course ideas but also reflect your own individual interests. You must consult with the professor

before embarking on your project. To ease the process of thinking and writing, the research is broken down into several stages:

1. Research topic and bibliography (5%): at this first stage, you will choose your general topic and review some existing academic literature related to it. Once you chosen your topic, you should begin selecting the appropriate literature (at least 5 references). By September 20th you need to submit a short 1-2-page paper which includes your research topic and rationale (up to one page), and a list of 5 or more references, with a 1-2 sentence summary for each source.
2. Paper Proposal (5%): The second stage of research includes diving into the literature and creating your initial argument. At this point, you should review the literature and be able to more accurately describe your research question and answer. The proposal, submitted by October 4th, should be about 3 pages long, and will include: a) research rationale, b) your specific research question, c) suggested argument, and d) a literature review that supports your research argument.
3. Paper + Narrative Draft (10%): Every good paper starts with a draft. The process of writing, editing, and rewriting is a painful but important skill to hone. To aid with this process, students will bring 2 copies of their paper AND narrative drafts of their papers to class by November 15th.

The paper draft is an academic presentation of your research rationale (introduction), literature review, and argument. The narrative draft is a draft of the communicative presentation that you will create: your video essay. Both these drafts will be reviewed by your fellow classmates.
4. Final Paper (10%): Your final paper, submitted by December 13th, should incorporate the feedback you received (from peers and the instructor) to improve your final paper. It should be 8-10 pages (size 12 font, Time New Roman, 1 inch margins, double space), and will include: Introduction (including the research question), literature review, analysis and argument, and conclusions.
5. Video Essay (20%): The main ‘document’ you are creating is a video essay: a combination of images, original video, and licensed video from other sources, accompanied by your narrative. This video presents your research in an engaging way, taking academic concepts and translating them into a public debate using digital media tools, applications, and platforms. The video should be about 5-7 minutes, originally created, and posted to a video-streaming service. More details will be provided during the semester.

Semester Timeline, Readings and Assignments

Course Dates: August 30th through December 21st, 2021

Week	Date	Topic	Reading	Assignment Due
Unit 1: Beginnings are a delicate time				
1	August 30 th	Introduction: who, what, why	Syllabus Textbook 1.1	
	Sep. 6 th	LABOR DAY		
2	September 13 th	What is Digital Media?	Textbook 1.2,1.3,1.4	
3	September 20 th	Theories of Digital Media	Textbook 1.5, 2.1, 2.3	Topic and Bibliography
4	September 27 th	Digital Media and identity	Textbook 3.1, 3.2, 3.3	
5	October 4 th	Digital Media and identity cont'	Textbook 3.4, 3.5, 3.6	Paper Proposal
	October 11 th	FALL BREAK		
6	October 18 th	Digital Media and collaboration	Textbook 4.1, 4.2, 4.5	
7	October 25 th	Digital Media and Power	Textbook 5.4, 5.4, 4.6	
8	November 1 st	Digital Media and Politics	Textbook 5.1, 5.2, 5.3	
10	November 8 th	MIDTERM (In class)		
11	November 15 th	Class Workshop: Peer Review		Paper and Narrative Draft
12	November 22 nd	Digital Media and Work	Textbook 6.1, 6.4, 6.5	
13	November 29 th	Class workshop: video/audio recording		
14	December 6 th	The future of Digital Media: beyond binaries	Textbook: conclusion	
15	December 13 th	The future of digital media: You.		Final Paper + Video submission in class!

Writing Standards

Writing is an essential tool for any professional. As with any skill, writing well is the result of practice followed by feedback, and the use of relevant and appropriate sources. Therefore, the quality of writing is assessed as part of every written assignment in this course. Writing components consist of critical thinking, grammar, logic, organization, spelling, synthesis, and writing style (APA 7th ed) among others.

Academic Integrity

Academic honesty is highly valued at Seton Hall University. A student must always submit work that represents his or her original words or ideas. If any words or ideas are used that do not represent the student's original words or ideas, the student must cite all relevant sources. The student should also make clear the extent to which such sources were used. Words or ideas that require citations include, but are not limited to, all hardcopy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. At Seton Hall, all submissions to any public meeting or private mailbox fall within the scope of words and ideas that require citations if used by someone other than the original author.

Additional information about Seton Hall University and the College of Communication and the Arts plagiarism can be found at: <https://www.shu.edu/communication-arts/academic-integrity-policy.cfm>

THE COLLEGE OF COMMUNICATION AND THE ARTS

The College of Communication and the Arts is a dynamic community where students, scholars, artists, theorists, critics, practitioners and professionals all thrive together. The College offers programs focusing on the 21st century digital culture that inspire and enable students to lead, create, and communicate with responsibility, passion, and excellence.

DEPARTMENT OF COMMUNICATION AND THE ARTS – DE&I STATEMENT

The faculty of the College's Department of Communication and the Arts pledges unwavering solidarity with our administrators, staff, alumni, students, families, and all our neighboring communities, in speaking and standing firmly against racism. As educators for Newark's diocesan Catholic university, it is our moral duty to advance social justice, champion diversity, and work toward an anti-racist future, free of violence and oppression. We commit to addressing systemic inequality and strife by engaging students, colleagues, and the University community through active collaboration to improve diversity and inclusion across courses, programs, and the College.

COMMARTS ACADEMIC AND STUDENT ENGAGEMENT (CASE)

Functioning as the nexus for student engagement and academic administration, CommArts Academic and Student Engagement (CASE), established in Fall 2019, seeks to support prospective and current students in all aspects of their experience within the College. Specifically, CASE engages students in an array of high impact activities including, but not limited to, academic advising, experiential learning, success coaching, and professional mentorship. Additionally, CASE seeks to elevate all aspects of student success and increase student retention and persistence to graduation.

The CASE team is dedicated and available to answer any questions students may have about classes, learn about students' educational goals, prepare students for registration, and offer guidance beneficial throughout their studies. Students interested in learning more about the College of Communication and the Arts and its academic portfolio and engagement opportunities are invited to contact a CASE Director. More information is available from <http://www.shu.edu/commarts>.