Course Description

A survey of emerging interactive communication technologies and their influence on human communication, including interpersonal, group decision-making, and public and private communication contexts.

Textbook


Student Learning Outcomes

1. Analyze the economic impact of new technologies on the mass media industry.
2. Evaluate the social effects of new technologies on human communication.
3. Recognize the ramifications of interpersonal communication as it relates to group decision-making.
4. Interpret the latest trends and debates in the communication field.
5. Recognize consumer and career opportunities in satellite radio, terrestrial digital radio, ipod and podcasting media, search engine businesses, and cable and internet advertising.

Course Goals/Objectives

Upon successful completion of the course the student will:
1. Acquire a working understanding of emerging communication technology.
2. Receive knowledge of job opportunities in modern communication practices.
3. Gain experience in the practice of terrestrial radio, podcasting and other interactive communications technology.

Student Contributions and Class Policies

Students will be expected to:
1. Participate in scheduled field trips and in-class professional presentations.
2. Complete assigned readings and exams.
3. Attend all classes. (Three absences in a row or six during semester results in a drop)
4. Complete assigned semester research project.
Evaluation of Students
The semester grade will be determined on a weighted average of the exam and project grades based on the following proportions: Term Paper - 20%; exams - 45%; final exam - 15%; class activities - 5%.

Course Schedule
This class meets for 3 lecture hours per week as follows:

*Weeks 1-2:* Orientation, basic communications theory,
*Weeks 3-5:* Study of regulation and programming.

First Test

*Weeks 6-7:* Study of terrestrial radio practices.
*Weeks 8-9:* Study of ipods and podcasting

*Week 10:* Study of competition among the modern electronic media

Second Test

*Week 11:* Study of the growth of search engines, cable and the internet

*Week 12-13:* The global view and structure of electronic media

*Week 14-15:* The study of new technologies on group decision-making and interpersonal communication.

*Week 16:* Turn in term papers/Final exam

Instructor Information

**Name:**
**Office phone:**
**Office hours:**
**Office location:**
**E-mail address:**
**Division Secretary:** Lula Lee, 141 AFA
**Office phone:** 685-4624

**Note:** Students are encouraged to contact the instructor at any time; however, making an appointment will guarantee the instructor’s availability at a specific time.