I. CATALOG DESCRIPTION

Course Number: PHOT1850
Course Title: Citizen Journalism and Social Media
Prerequisite(s):   Eligible for ENGL 1010
Catalog Description: Study of social media usage to report ongoing events and document a personal worldview. Students will study the utilization of social media as an agent for personal engagement and social change and learn how to operate as a citizen journalist.
Credit Hours: 3.0
Class Hours: 45
Lab Hours: 0
Total Contact Hours: 45

II. COURSE OBJECTIVES: *Course will:*

A. Focus on social media in an informative, analytic manner.
B. Emphasize the influence of social media on every aspect of modern life.
C. Emphasize tolerance of diverse forms of expression through the critical process.
D. Provide practice in basic and advanced writing techniques.
E. Emphasize workplace competencies including professional judgment, rigid deadlines, and reporting ethics.
F. Survey careers in social media.
G. Discuss ethical considerations and legal limits in social media.

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES

A. Student Learning Outcomes: *Student will be able to*:
  1. Discuss, analyze, interpret, and evaluate social media in modern life.
  2. Exercise a critical eye on future personal exposure to social media.
  3. Understand cross-cultural perspectives related to social media.
  4. Design basic Web page as a hub for social media networks.
  5. Apply news values and professional judgment to social media
  6. Compose blog entries that adhere to professional standards.
B. General Education Learning Outcomes
  1. GELO 2: Written Communication
     The student will demonstrate the ability to present original, organized written ideas/information in diverse genres to varied audiences; use language effectively, including conventions of standard grammar; and gather and analyze information from a variety of sources.
  2. GELO 4: Problem Solving
     The student will demonstrate the ability to define a problem, develop a plan to solve the problem, collect and analyze information, solve the problem, evaluate results, and define any need for further work.
  3. GELO 7: Computer/Technology Literacy
     The student will demonstrate the ability to use technology responsibly as a tool for productivity and communication academically, personally, and professionally.

IV. CONTENT/TOPICAL OUTLINE (*course outline may provide more detailed information*)

A. Digital information and its implications
B. Blogging and microblogging
C. Crowdsourcing and news as a conversation
D. Going mobile
E. Visual storytelling with photographs
F. Making audio journalism visible
G. Telling stories with video
H. Data-driven journalism and digitizing your life
I. Building a digital audience for news

V.   INSTRUCTIONAL MATERIALS
    A.   Required Text(s):
        1.   Briggs, Mark, *Journalism Next*, 3rd edition, Sage Publications Ltd., 2015. ISBN: 978-1-4833-5685-3.
    B.   Other Required Resources:
        1.   A smartphone with the capability of texting, taking images, recording audio, and recording video.
        2.   Other documents and materials supplied by the instructor.

VI.   METHODS OF PRESENTATION/INSTRUCTION
    A.   Web.

VII.   METHODS OF EVALUATION
    A.   Methods of evaluation typically include a combination of the following:
        1.   Daily assignments based on text – Daily assignments are the means for students to apply concepts taught in the course and in the text and are critical to acquiring the ability to discuss, analyze, interpret, and evaluate the mass media.
        2.   Graded Discussion Forums.
        3.   Quizzes based on the text reading material and any other material presented in the class.
        4.   Special Projects using course material.
    B.   SCC GRADING SCALE:

A+	95-100	C+	75-79	F	59 or less
A	90-94	C	70-74		
B+	85-89	D+	65-69		
B	80-84	D	60-64		

VIII.   SPECIFIC COURSE REQUIREMENTS
    A.   Achieve passing grade of 60% or higher, based on SCC grading scale.