HON 395b  Fall 2009
*Kotkin Presidential Fellow Seminar:*
New Media: A Practical Seminar

**Catalog Description:**
*Prerequisite: acceptance to the University Honors Program, or consent of instructor.*
This course, designed to develop expertise in online media as the dominant form of contemporary public discourse, will focus on Internet-based publications, and will include guidance on the use of video, journalistic writing and graphics to address an array of audiences and communities. Most class sessions will be spent devoted to “hands on” expertise by working on real projects for and at real sites, to gain understanding of the new-media-driven shift in journalism and public exchange and to enhance new-media communication skills. (Offered as needed.) 3 credits.

**Essential Equipment and Facilities:** Seminar-style classroom with computer equipment.

**Course Goals, Objectives and Learning Outcomes:**
This course will enable students to:

- Become familiar with rapidly changing, expanding and emerging online informational sites;
- Learn how to gather and organize appropriate information;
- Experiment with different marketing techniques to encourage online participation in informational sites;
- Explore the world of blogs and create a blog, if interested.

**Content:** This course will be, largely, a directed internship, which will allow student to work for an existing online informational site, or, if they wish, develop their own blog. It is designed for students interested in enlarging their expertise in on-line media and will focus on internet-based publications. Student will look at the use of video, journalistic writing and graphics at these sites, as well as creating and packaging applicable information. The seminar will be used to develop “hands on” expertise working on real projects for real sites.

**Current Required Texts:**


*(additional books to be added)*

**Instructional Strategies:**
The class will be largely a directed internship, which will allow students to work for existing sites or, if they wish, develop their own blogs. Visiting professionals, familiar with new media, would bring their knowledge to the class.

**Methods of Evaluation:**
Dependent on supervised internship position.

**Chapman University Academic Integrity Policy:**
The course syllabus should include the following statement:
Chapman University is a community of scholars which emphasizes the mutual responsibility of all members to seek knowledge honestly and in good faith. Students are responsible for doing their own work, and academic dishonesty of any kind will not be tolerated anywhere in the university.

**Students with Disabilities Policy:**
The course syllabus should include the following statement:
In compliance with ADA guidelines, students who have any condition, either permanent or temporary, that might affect their ability to perform in this class are encouraged to inform the instructor at the beginning of the term. The University, through the Center for Academic Success, will work with the appropriate faculty member who is asked to provide the accommodations for a student in determining what accommodations are suitable based on the documentation and the individual student needs. The granting of any accommodation will not be retroactive and cannot jeopardize the academic standards or integrity of the course.

**Bibliography (optional):**

**Prepared by:**
Joel Kotkin, Fall 2009

**Last revised:**
Joel Kotkin, Fall 2009