

Comm 460 Media Studies Capstone Fall 2016

Professor Liz Fakazis

CAC 327, lfakazis@uwsp.edu

Office Hours: Tues/Thu 2-3 p.m. , and by appointment

About this Course

This class is designed to give you the chance to integrate and apply the concepts, theories, and practices you learned in your Communication and Media Studies classes, and to assimilate more advanced Media Studies knowledge and practices into your curriculum. We will do this through readings, research, discussion, presentations, and individual and team projects.

This class will also give you the time and direction to present your best work to others, through an e-portfolio produced for me to assess your work, and through an e-portfolio produced for potential employers.

Since this is a seminar, the success of this class will depend on your ability to complete and question the readings, lead and maintain class discussion, participate fully in projects and assignments, and offer your own questions and ideas to your peers. Above all, it will require your commitment to be intellectually curious and to work hard.

This semester, the focus of Comm 460 will be “transmedia storytelling.” We will begin with an overview of what this is in theory and practice by reading the work of the leading theorist and avid gamer Henry Jenkins. Then we will explore the question of how and to what extent this entertainment and marketing-based approach to storytelling can be used to engage audiences with non-fiction narratives.

Readings

Jenkins, Henry. *Convergence Culture: Where Old and New Media Collide*. New York: New York University Press, 2006. Available for purchase from University bookstore.

Other readings will be distributed to the class via electronic reserve. Please print these out and read them by the due date announced in class.

Assignments and Grading

Exams (covering readings, lectures, discussions) 30% of final grade

Final team project 30% of final grade

E-portfolio 20% of final grade

Other weekly assignments 20% of final grade

Technology Fee

If you are still enrolled in this course on the ninth day of the semester, a \$25 rental equipment fee will be charged to your student account. Paying this fee allows you to access production equipment (cameras, tripods, light kits, etc.) available for check-out through the IT Help Desk.

Additional Policies

Be prepared and engaged – in other words, participate in all in-class and out-of-class activities, and do so to the best of your ability. If you are consistently unprepared or unwilling to participate, the quality of your work will suffer, and your grade will reflect that.

Attend class. If you do not attend, you cannot participate in a vital part of this course, and your work and grade will reflect that. You can be excused from class for documented personal and family medical and other emergencies, and some UW-SP sponsored activities (such as attending conferences).

I will not grant you an excused absence for job interviews, family vacations, or other things that can be scheduled in advance.

In the case of an excused absence, I will do my best to help you make up in class assignments and to work with you on any necessary extensions for due assignments, though this may not always be possible. You will not be able to make up in-class work or exams, or to be granted an assignment due date extension for unexcused absences.

If you must miss class for an excused or un-excused absence, be sure to get notes and assignment guidelines handed out in class from a classmate. DO NOT ASK ME TO GO OVER WHAT YOU MISSED.

Do NOT plagiarize. All work produced in this class must be your own and it must be produced specifically for this class. If you wish to draw on previous work you have done, you must get approval from me in advance. If you use other's work, you must cite it appropriately. This includes anything you borrow from traditional or digital media. Please familiarize yourself with the University's policy on academic misconduct, which includes plagiarizing. If you are caught plagiarizing you may receive an "F" for the course.

Leave technology in your bag. Please turn off or silence your cell phones before coming to class. You will not be permitted to use laptops, tablets, or any recording technology in class unless you need ADA accommodations or translators, and unless you get approval from me in advance. When we are in the lab, turn off the monitors unless instructed otherwise.

Contact me. If you need to get in touch with me, please send me an e-mail at lfakazis@uwsp.edu. I check my messages Monday through Friday, first thing in the morning and just before I leave the office at the end of the workday. I will respond during those working hours as quickly as possible.

You may also make an appointment to come see me during my office hours, or at another mutually convenient time.

Be professional and respectful. Any ethical or legal misconduct is grounds for dismissal from the course.

Working Course Schedule

This schedule is meant as a guide – I may revise it if it becomes necessary to meet the pedagogical needs of the class. Also please note that this schedule includes major assignments – additional writing, reading, research and presentation assignments will be assigned in class.

Date	Topic	Reading Due	Assignment Due
9/14	Introduction		
9/21	Convergence & Knowledge Communities	Jenkins Introduction & Ch 1	Jenkins Questions E Portfolio Draft 1
9/28	Story Structures	Jenkins Ch 2 & 3	Jenkins Questions E Portfolio Draft 2
10/5	Grassroots Creativity and Media Literacy	Jenkins Ch 4 & 5	Jenkins Questions E Portfolio Final Draft
10/12	Democracy	Jenkins Ch 6 & Conclusion	Jenkins Questions
10/19			Mid-Term Exam
10/26	Transmedia & Nonfiction Narratives	TBA	
11/2	TM & Nonfiction Cont'd. Introducing Final Project Introducing E-resumes	TBA	
11/9	Project		E-Resumes Due
11/16	Project		
11/23	Project		
11/30	Project		
12/7	Presenting Your Work		Presentations
12/14	Presenting Your Work		Presentations
12/18 Friday	Wrapping it all up		Final Exam

Please attend ONE of the Career Services “Resumes & Other Professional Correspondence” Programs listed below. Career Services Office, 201 Student Services Center, 346-3226, www.uwsp.edu/career

- Monday, September 28, 5-6:30 p.m., 120 TNR
- Tuesday, October 6, 6-7:30 p.m., 120 TNR
- Tuesday, October 27, 5-6:30 p.m., 321 CCC
- Wednesday, October 28, 4-5:30 p.m., 303 CCC