

# **CJN 721 AE: e-Communities**

## **Fall 2010 Course Syllabus**

### **INSTRUCTOR**

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Office Hours:

MW 9-12, Th 2-5 (Other hours by appointment or drop by.)

### **COURSE DESCRIPTION**

This course explores the nature of the Internet as a social, socio-political, and socio-economic tool, from its inception as a force for American military protection to the modern uses of the internet in e-commerce and business. Among the issues which will be explored are the American Internet Advantage, the political impact of the internet, the use of the internet in education, the need to protect children, the rapid development of (and failure to monetize) social networking communities, and the marginalizing of groups on the other side of the “digital divide.

### **TEXTBOOKS, WEB SITE**

Bresslin, J., Passant, A. & Decker, S. (2009). **The Social Semantic Web**. Springer. ISBN-13: 978-3642011719

Other reading materials, links, and commentary for this class will be available at <http://www.clearether.com/721>. Please check this site weekly.

### **ASSIGNMENTS, EXAMINATIONS**

Five brief papers will be assigned during the semester. Please see the weekly schedule for approximate due dates. These papers will be typed, double spaced, and error-free. There may be other, shorter assignments.

One final, take-home examination will be assigned. It will be of the essay variety (no shock there).

## ATTENDANCE

Attendance in this course is expected. Students are responsible for checking with the instructor (me) about material they may have missed as a result of absences. I won't look for you. If you don't turn it in, you get a zero.

**Missed Exams, Late Papers.** Students missing examination for health reasons or for other very, very good reasons may, upon approval of the instructor, be permitted to take the missed examination.

Late papers will be **penalized 10%** of the total point value for each day late unless you have prior approval to turn the paper in late.

Papers should be turned in as hard copy. Students emailing papers are responsible for ensuring that they have actually reached me. "The Internet ate my paper" is not a valid reason for turning work in late...and I am less and less trusting of the university's email system.

## GRADING

Grading in this course will be based on the following percentage breakdowns of student assignments, exams and attendance:

Papers & so on.....	75%
Final Examination.....	20%
Participation.....	5%
TOTAL.....	100%

**Grading Scale.** The following scale will be used for student grades in this course:

94-100 = A	87-90 = B+	77-80 = C+
91-93 = A-	84-86 = B	74-76 = C
	81-83 = B-	Below 74 = Failing

## ACADEMIC DISHONESTY

Cheating, plagiarism and other forms of academic dishonesty are repugnant to this instructor, and they are particularly reprehensible in those pursuing graduate study. Students found engaging in academically dishonest acts will be **failed** for the assignment, **failed** for the course, and **dismissed from the M.A. in Communication program** THERE WILL BE NO EXCEPTIONS.

## *Weekly Schedule*

Please note that “assignments” here are graded papers. See the Assignments page on the course web site or Blackboard for more details as each is assigned. Do not, however, that if you miss class, you should check with me to ensure that the paper was not just assigned in class.

<u>Week</u>	<u>Date</u>	<u>Subject</u>	<u>Assignment</u>
1	9/9	Historical/social overview	
2	9/16	Digital democracy	eVoting analysis
3	9/23	Minority report	
4	9/30	American Digital Advantage	
5	10/7	Social communities	Blog assignment
6	10/14	Gender communities	
7	10/21	Religious communities	Cyberfaith
8	10/28	Sexual preference	
9	11/4	Race/ethnicity	
<b>10</b>	<b>11/12</b>	Race/ethnicity & ecommerce	Ethnic marketing
11	11/18	Children & the Internet	
<b>12</b>	<b>11/19</b>	Marketing & children	
13	12/2	Gaming communities	Issues of gaming
14	12/9	“Living in Cyberspace” Changing face of the Internet	

Please note *dates in bold*, above. These reflect irregularities in our schedule (and they are \*so\* not my fault!).

**Final Examination:** Due by Thursday, December 16, 8 p.m.