



Department of Communication Studies
 COM 3050 Electronic Media
 3 Units

SPRING 2022

Meeting days: Tuesday	Instructor title & name: Sarah Witmer, M.A.
Meeting times: 6:00- 8:40pm	Phone: N/A
Meeting location: LBST 207	E-mail: switmer@pointloma.edu
Final Exam: Tuesday, May 3	Office location and hours: By appointment

COURSE DESCRIPTION:

This course centers around storytelling through electronic media. No matter which career you plan to pursue, if it’s within the media industry, you will be communicating a story through a medium. We will not only learn from the readings, research, and films, but also from one another. Several media industry experts will be visiting classes either in person or through Skype, contributing their expertise on various topics we are covering. We will attempt storytelling in each medium, as well as practice scriptwriting to get our creative juices flowing. This class is meant to be informative, engaging, thought-provoking and fun.

CONTENT WARNING: This course will include a variety of reading and visual material: books and articles, films, documentaries and other online research. Some of the films or clips may occasionally include words or topics that some may find suggestive or provocative. This is not my intent. However, if you find any of the discussions or course content to be uncomfortable or offensive, please make me aware of this and we will work together to find a suitable alternative.

COURSE LEARNING OUTCOMES:

By the end of the semester, students will be able to:

1. Define the different areas of electronic media and the significance each one plays
2. Understand how technology and trends develop and how they influence society
3. Comprehend the importance of story and its ability to impact and persuade
4. Think creatively and strategically in approaching projects and problems
5. Design and conduct two storytelling projects in a specific area of media

COURSE FORMAT:

In this interactive course, we will share ideas, knowledge and experiences with and through electronic media. Students will be graded based on their contribution and involvement throughout the semester. Each student will bring work, ideas, and experiences to share to the group discussion, which will be facilitated by Professor Witmer.

COURSE TEXTBOOK (optional):

Screenplay: The Foundations of Screenwriting by Syd Field (2005).

ASSESSMENT AND GRADING

Weekly Medium Analysis (9@5pts)	45
Weekly Medium Workshop (9 @5pts)	45
Self-Brand Presentation	10
Final Project Rough Draft	5
Final Project	45
Total Points	150

GRADING SCALE:

Grade	Percent	Grade	Percent
A	93-100	C	73-76
A-	90-92	C-	70-72
B+	87-89	D+	67-69
B	83-86	D	63-66
B-	80-82	D-	60-62
C+	77-79	F	0-59

GRADING STANDARDS:

“A’s”...are awarded for work that is **highly exceptional, shows insight and analysis** in submittals and class discussion and **goes beyond all minimal requirements**

“B’s”...are awarded for work that is above average and **goes beyond minimal requirements.**

“C’s”...are awarded for work that meets basic standards and requirements.

“D’s”.....are awarded for below average work that usually lacks minimal requirements.

“F’s”.....are awarded for work that clearly does not meet minimal standards, or is not completed.

GRADE CONCERNS:

If you feel that you were unjustly evaluated on any assignment, please talk with me within ONE week after the assignment has been returned. An appeal is welcome by scheduling an appointment. Please come with a well-reasoned and written explanation of why the grade should be changed, and I will be happy to discuss it with you. Asking for

an appeal and defending your case does not secure, nor imply a change of grade. If at any point during the course you are concerned with your overall class grade or other issues in the course, please feel free to make an appointment or stop by my office. I want to help you learn and succeed in this course.

ASSIGNMENTS

- All assignments must be typed and submitted on Canvas before the start of class.
- Please note that standard APA font and margins are expected of one inch and 12 point font (Times New Roman). All papers should be double-spaced.
- All assignments are due on the day and time as specified. Please submit online. Late assignments will not be accepted unless previously discussed with the teacher.

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned in by the beginning of the class session when they are due—including assignments posted in Canvas. Incompletes will only be assigned in extremely unusual circumstances.

FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination **on its scheduled day**. The final examination schedule is posted on the [Class Schedules](#) site. No requests for early examinations or alternative days will be approved.

ASSIGNMENT DESCRIPTIONS:

SELF-BRAND ASSIGNMENT (10pts.)

PART ONE: You must interview three-five (3-5) people about how they see you. Who do they think you are? Write down notes from what they tell you for your PR "research" before you start to brand yourself.

These people must include:

1. A family member.
2. A friend.
3. Someone who does not know you.

PART TWO: Based on these observations, decide how you want to “brand” yourself as a human being. Does anything need to change? Do you like how others see you?

PART THREE: Create a short presentation (5-10 minutes) to describe how you want to “brand” yourself moving forward in the future. Present your “brand” to the class via presentation. Make sure you include the following in the presentation:

1. Your current “brand” (including your feedback from interviews and what your media consumption says about your tastes/who you are).
2. Three values you hold and/or talents you can use
3. A “mission statement” for who you are as a person/ who you want to be
4. At least one goal for your future

FORMATTING DETAILS: To create and present your brand you can use Google Slides, PowerPoint, or an online platform like Prezi. Please avoid Keynote. Get as creative with it as you want. Remember, you only have a few minutes to share with us, so keep it simple.

WEEKLY MEDIUM ANALYSES (9 @ 5pts each =45 pts.)

Description: Each week, a medium will be assigned. Students will consume a story through this medium and analyze it according to topics we are learning about in class.

Requirements:

- Actually watch (or listen to, interact with, etc.) the medium
 - Analyze storytelling elements
 - Describe a portion or two that you loved or hated (and why)
1. Type up analysis and submit on Canvas before class
 2. Must be present to read to class in person for full points

Style Standard: One page, double-spaced, times new roman, paragraph format.

WEEKLY MEDIUM WORKSHOP (9 @ 5pts each =45 pts.)

Description: Each week, a medium will be discussed. Students will learn how to create a meaningful story through this electronic medium during a class workshop & submit for participation points.

Requirements:

- Attend class workshop
 - Follow Directions
 - Submit to Cambas
3. Type up and submit on Canvas before midnight the following class.
 4. Must be present in class in person for full points

Style Standard: N/A

GUEST QUESTIONS

Description: Should a guest attend class, students will type up and submit a list of 5 questions to ask each guest based off of their presentation.

Requirements:

- 5 interesting, thought-provoking, and unique (to the speaker) questions
- Submit on Canvas after class.

Style Standard: N/A

FINAL PROJECT DRAFT (5pts.)

Description: Students will choose their favorite electronic medium through which to tell a meaningful story.

Requirements:

- Must be present in-class to receive credit for delivery of script
- Must fulfill the agreed upon “challenge”
- Must respond to other students’ drafts as well

Style Standard: Proper script format can be found online, depending on the medium.

FINAL PROJECT & PRESENTATIONS (45 pts.)

Description: Students will choose their favorite electronic medium through which to tell a meaningful story. Students will turn their story into a media product through all they have learned about storytelling and script writing this semester.

Requirements:

- 5-10 minutes
- Proper script (and/or storyboard) formatting
- Visual presentation to walk us through the product as you narrate
- Visuals for your “vision” and potential actors, locations, sets, etc.

Style Standard: Non-Applicable.

PLNU POLICY

PLNU Mission: To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

PLNU COPYRIGHT POLICY

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one’s own when in reality they are the results of another person’s creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See Academic Policies for definitions of kinds of academic dishonesty and for further policy information.

PLNU ACADEMIC ACCOMMODATIONS POLICY

If you have a diagnosed disability, please contact PLNU’s Disability Resource Center (DRC) within the first two weeks of class to demonstrate need and to register for accommodation by phone at 619-849-2486 or by e-mail at DRC@pointloma.edu. See Disability Resource Center for additional information.

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all classes is considered essential to optimum academic achievement. If the student is absent from more than 10 percent of class meetings, the faculty member can file a written report which may result in de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation. See Academic Policies in the Undergraduate Academic Catalog.

COURSE CALENDAR

Date	Discussion/ Activity	Due This Day	Assigned Next
Tuesday 1/11	NO CLASS: Tuesday as a Monday Schedule		
Tuesday 1/18 #1	Co-Creating the Syllabus Due by midnight: Syllabus Input (3 pts)	Syllabus Input	
Tuesday 1/25 #2	Introduction to the new class structure. “Self-Brand” Assignment		“Self-Brand” Assignment
Tuesday 2/1 #3	“Self-Brand” Presentations	“Self-Brand” Assignment	Movie Analysis #1

Tuesday 2/8 #4	Storytelling Through Film Part 1 Movie Analysis Discussion	Movie Analysis #1	Movie Analysis #2
Tuesday 2/15 #5	Storytelling Through Film Part 2 Movie Analysis Discussion #2	Movie Analysis #2	TV Analysis
Tuesday 2/22 #6	Storytelling Through Television TV Analysis Discussion	TV Analysis	Social Media Analysis
Tuesday 3/1 #7	Storytelling Through Social Media Social Media Analysis Discussion	Social Media Analysis	Video Game Analysis
Tuesday 3/8	NO CLASS: SPRING BREAK		
Tuesday 3/15 #8	Storytelling Through Video Games Video Game Analysis Discussion	Video Game Analysis	Music Analysis
Tuesday 3/22 #9	Storytelling Through Music Music Analysis Discussion	Music Analysis	Non-Profit Media Analysis
Tuesday 3/29 #10	Storytelling Through Non-Profit Media Non-Profit Media Analysis Discussion	Non-Profit Media Analysis	Animation Analysis
Tuesday 4/5 #11	Storytelling Through Animation Animation Analysis Discussion	Animation Analysis	Podcast Analysis
Tuesday 4/12	EASTER BREAK NO CLASS		
Tuesday 4/19 #12	Storytelling Through Podcasting Podcast Analysis Discussion	Podcast Analysis	Fashion Analysis
Tuesday 4/19 #13	Storytelling Through Fashion Fashion Analysis Discussion	Fashion Analysis	Final Project Draft Part 1
Tuesday 4/26 #14	Final Project WORKSHOP	Final Project Draft Part 1	Final Project
Tuesday 5/3 #15	Final Project Presentations	Final Project Presentations	Final Project