This is a course intended to expand your knowledge about how the Internet has transformed society, business and our lives. It is also meant to inspire your thinking about innovation, and what roles you can play in the future of communication.

We’ll use reading, research, class discussion, guest speakers and your blogs to broaden our understanding of what it all means to those in communication careers. We’ll analyze the business opportunities and dilemmas faced by communication managers and entrepreneurs.

You will complete a Digital Entrepreneurship Project to conceptualize and present a website, blog, game or app, as if you were pitching it to potential investors. For this project you will develop and refine an idea, research the market potential, enabling technology and competition, and share your learning in an extensive blog post and class presentation.

The course is divided into these sometimes overlapping segments:

° The impact and future of the Internet in individual lives.
° The present and future of news and entertainment content.
° The Internet’s role in politics.
° The Internet’s role in marketing.
° Transformation of global communication.

This course will work best if we all contribute our knowledge and jointly reap the rewards. If we are successful, we’ll become better communicators and more employable.
Requirements
• Complete assigned reading and actively participate in each week’s class.
• Meet all deadlines for required postings and presentations.
• Act as you would in a professional setting, treating classmates, instructor, guests and surroundings with respect.
• Maintain the highest standards of academic integrity.

Expected Outcomes
Students’ critical thinking skills will be developed through their own reading, writing, Internet posts and Digital Entrepreneurship Project. Analysis and synthesis will be required in most assignments. Students will broaden their knowledge of emerging trends in media and should become better at thinking and expressing themselves.

Syllabus dates are subject to change. Please pay attention to announcements through email, Blackboard and in class.

Blog assignments must be posted by 9 a.m. on the next class day, unless otherwise noted.

Academic Integrity
The Internet is a rich source of material, but don’t let it tempt you to engage in the reprehensible practice of plagiarism, which means representing someone else’s work as your own. The quotes and ideas appearing in your blog should be yours, or attributed to their proper sources.

Always practice, and encourage others to practice, personal integrity and academic honesty, abiding by the WSU student code of conduct, http://www.webs.wichita.edu/inaudit/ch8_05.htm.

Privacy
This elective course deals with branding, including establishing your professional brand online. Some assignments require posting your photo, your name and the type of biographical information that might be included in a job application, resume or portfolio.

Disabilities
If you have a physical, psychiatric/emotional, or learning disability that may impact your ability to carry out assigned course work, please contact the Office of Disability Services. The office is located in Grace Wilkie Annex, room 150, 978-3309 (voice/tty). Disability Services will review your concerns and determine, with you, what academic accommodations are appropriate.
Weekly plans and assignments (subject to change)

The first segment of the course is dedicated to some challenging ideas about the Internet.

January 18
We’ll begin addressing these new media-related questions that will run throughout the term:
What are the key changes in communication and what led to them?
What is the impact on advertising, public relations and journalism?
What is the impact on media consumers/ producers?
How can students best participate in this emerging communications universe?

In-class workshop: Students will establish a new personal blog on WordPress.com, or repurpose an existing blog for this class, since most assignments will be in the form of blog posts. Those who already have WordPress blogs will help others get started.

Assignments for next class (be prepared to discuss each of these articles):
• Online: Watch at least the first seven minutes of a 13-minute video with Clay Shirky, [http://www.youtube.com/watch?v=qu7ZpWeclS8](http://www.youtube.com/watch?v=qu7ZpWeclS8)
• On your blog: Undergraduates write at least 750 words, graduates at least 1,000 on how you and your blog fit into the changing communication world described in the reading. Your post can be personal, but should incorporate some significant references to the reading. **All blog assignments, unless otherwise directed, must be posted by 9 a.m. on the morning of the next class.** In this case, that’s by 9 a.m. Wednesday, Jan. 25.

January 25
We’ll discuss your reading and first blog posts.

Assignments for next class (be prepared every week to discuss the reading):
• Blackboard Course Documents: Read p. ix-23, the Introduction, Preface and Chapter 1 of *You Are Not a Gadget*, by Jaron Lanier (Vintage edition 2011)
February 1
We’ll discuss your reading and blog posts, using Lanier as a takeoff point for discussing how the Internet might be changing individuals and society.

Assignments for next class:
- Online: Read the WSU video games study, http://www.surl.org/usabilitynews/132/videogames.asp
- On your blog: Write at least 750 words with your own reflections on ideas raised by Lanier, also referring to the videogames survey if you like.

February 8
We’ll discuss your reading and blog posts about the Internet and relationships. We’ll have peer reviews of your first three blog posts, and talk about what makes a good post.

Assignments for next class:
- Online: Read http://www.udel.edu/communication/COMM418/cai/extra/chaffee.pdf. It’s a long journal article by Chaffee & Metzger, “The end of mass communication?”
- Blog: Undergraduates write at least 750 words, graduates at least 1,000 words reflecting on the article and how things have changed in mass communication since its 2001 publication. Draw examples from the other reading you’ve done for this course.

The second segment of the course will focus on the future of news, including a look at legacy newspaper, local television and network television.

February 15
We’ll discuss how news delivery systems are changing. We’ll also discuss your Digital Entrepreneurship Project reports and presentations due in April.

Assignments for next class:
  • Online: Read a brief item on the Wichita Eagle’s newsroom reorganization, http://www.knightdigitalmediacenter.org/leadership_blog/comments/20110809_wichita_eagle_testing_a_new_organizational_model_for_a_digital-fir/
    • Blog: No assignment this week, so catch up anything you’ve missed.

February 22

We’ll continue our discussion of how news is changing.

Assignments for next class:
  • Online: Read the Klein column, http://www.washingtonpost.com/business/economy/human-knowledge-brought-to-you-by-/2012/01/06/glQALP0ofP_story.html?sub=AR
  • Online: Read the Newsosaur blog item, http://newsosaur.blogspot.com/2012/01/daily-paper-going-way-of-milkman.html
    • Blog: Write at least 350 words reflecting on at least one of these short articles.

February 29

We’ll discuss how television is changing.

Assignments for next class:
• Email your Test #1 answer to lou.heldman@wichita.edu no later than noon Tuesday, March 6. No other writing assignment.
• Online: Read the Ad Age article, http://adage.com/article/digitalnext/tv-s-digital-age-arrive-2017/231972/
    • Online: Read the pcmag.com article, http://www.pcmag.com/article2/0,2817,2381166,00.asp
    • Online: Read http://techcrunch.com/2012/01/08/how-people-watch-tv-online/
    • Online: Read the Lost Remote blog post, http://www.lostremote.com/2012/01/11/how-google-hangouts-will-transform-traditional-tv-broadcasting/
      • Online: Read the story and watch the short video about YouTube’s move to compete with television, http://www.usatoday.com/life/television/news/story/2012-01-11/youtube-channels/52501780/1

March 7

We’ll talk about your tests and continue the discussion about television.

Assignments for next class:
• Reading assignments will be added as the political campaigns ripen.
• Blog: Undergraduates write at least 750 words, graduates at least 1,000 words on how you would adapt to changes in television. You can choose the perspective of a network CEO, a local station CEO or an advertising agency strategist.
The third segment of the course will focus on a subject we’ll keep an eye on throughout the semester, the role of the Internet in politics.

March 14
We’ll talk about the use of new media in political coverage

Assignments for next class: No assignments except catching up on anything you’ve fallen behind on and note upcoming Entrepreneurial Proposal deadlines. Enjoy Spring Break.

March 21 – NO CLASS, SPRING BREAK

The fourth segment of the course will focus on the impact of the Internet in marketing/public relations/advertising.

March 28
We’ll discuss the impact of the Internet on advertising and public relations.

Assignments for next class:

- Online: Read these McKinsey articles (site registration may be required),
  https://www.mckinseyquarterly.com/Marketing/Strategy/Were_all_marketers_now_2834 and
  https://www.mckinseyquarterly.com/Marketing/Strategy/How_we_see_it_Three_senior_executives_on_the_future_of_marketing_2835 and
  https://www.mckinseyquarterly.com/Marketing/Strategy/Beyond_paid_media_Marketings_new_vocabulary_2697
- Blog: No assignment this week, but note upcoming deadlines for entrepreneurship projects.

April 4 (Graduate Digital Entrepreneurship Projects and presentations due today)

We’ll hear graduate Entrepreneurial presentations today and continue to discuss the impact of the Internet on advertising and public relations.

April 11 (Undergraduate Digital Entrepreneurship Projects and presentations due today)
We’ll hear undergraduate Entrepreneurial presentations today.

The fifth segment of the course will focus on the global impact and future of the Internet.

April 18
We’ll discuss the global impact of the Internet.

Assignments for next class:
• **Email your Test #2** answer to lou.heldman@wichita.edu no later than **noon Tuesday, April 24**. No other writing assignment.

  • Online: Read the Singapore Management University wiki about digital media in China, https://wiki.smu.edu.sg/digitalmediaasia/Digital_Media_in_China
  • Blackboard Course Documents: Read “Internet activism on the rise in Russia,” from the Wall Street Journal.
  • Blackboard Course Documents: Read the Journal of Democracy article, “The role of digital media.”

**April 25**

We’ll continue our discussion of the global impact of the Internet and begin discussing the future of the Internet.

Assignments for next class:

  • Online: Read the NY Times column about the open Web giving way to apps, http://www.nytimes.com/2010/05/23/magazine/23FOB-medium-t.html?ref=magazine?src=smt3
  • Online: Read the Mashable interviews with Internet pioneers about the future, http://mashable.com/2011/01/12/future-of-the-internet/
  • Online: Read the Fast Company story about two Internet studies, http://www.fastcompany.com/1802688/pew-rising-cell-phone-worldwide-brookings-villasenor-surveillance
  • Online: Read the Jonathan Zittrain blog post on the move to “walled garden” operating systems: http://futureoftheinternet.org/the-pc-is-dead-why-no-angry-nerds
  • Blog: Undergraduates write at least 750 words, graduates at least 1,000 words reflecting on the global impact and future of the Internet.

**May 2**

We’ll conclude our discussion of the future of the Internet.

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