Twitter for Media  
#clarkclass  
“"I wonder what the President is tweeting tonight?"”  
("I wonder what the king is doing tonight?")  
--Camelot, by Jay Lerner & Frederick Loewe, 1960  

Syllabus  
MCOM 3990, CRN 16890—Fall, 2017  
College of Liberal Arts-Mass Communication Department  
University of Central Oklahoma  
Dr. Terry M. Clark, professor  
@okieprof  
Office: 210A – no phone  
tmclark44@gmail.com  
Mass Comm office, COM 210—ph. 974-5303; Fax 974-5125  

Class Location: Com 214  
Class meets: TR, 2-4:45pm, Aug. 21-Oct. 11  
Required:  
- Blog: https://clarklassuco.blogspot.com/  
- https://tweetdeck.twitter.com/  
- A smart phone, tablet or laptop. No text.  
- Assigned readings online. Notebook--paper or digital, for notes.  
- President of the United States, Donald J. Trump, @realDonaldTrump (You do not have to “follow” him, but you will check his tweets twice a week.)  

COURSE DESCRIPTION: This is a study and introduction to the way new social media, twitter, has transformed the practice of mass communication for professionals in traditional media and business to become an essential tool of communication in all fields-- digital, print, broadcast, public relations, advertising, government, business.  

Our probable speakers: Jill Castilla @JillCastilla, Heidi Centrella @hcentrella, Phillip Dunford @UCOBronchos, Jenny Grigsby @justjennyg, Dez Hill @DezHill, Mike Koehler @mkoke, Steve Lackmeyer @stevelackmeyer, Adrienne Nobles @anobles, Mike Sherman @MikeSherman, Harold Storey @AHaroldStorey, Lauren Vargas @Vargasl, Scott Williams @ScottWilliams.  

STUDENT LEARNING OUTCOMES: Students in this class will explore the operation and impact of Twitter on all fields of mass communication. The student will set up a Twitter account if not already existent, and become proficient in its use through daily activity. The student will become familiar with the way professionals use Twitter in their major field. Students will select, follow and interact with professional Twitter users. The student will write a three-page paper on two of the class speakers. The student will participate daily in a Twitter account set up for the class, following the example of the University of Iowa School of Journalism and Mass Communications.  

- This course addresses four of the university’s transformative learning goals—discipline knowledge through study of the impact of Twitter in mass communications; leadership, though interaction with leaders in mass communications and a summary paper; problem solving, by understanding and using Twitter effectively; and global and cultural competencies, by becoming competent with the Twitter-cultural change and impact in mass communication around the world.  

COURSE and ASSIGNMENT REQUIREMENTS:  
- Faithful attendance. Because of the condensed nature of the class, if you miss more than two sessions--regardless of reason, you cannot pass. Maximum grade with two absences will be a
’B.” You cannot make up assignments for the days missed.

• Every assignment has a deadline. Late assignments earn a “0.” Misspelled speakers’ names earn a “0.”

• GOOD GRAMMAR. You must be fluent in English or you will flunk.

• Be on time for class. I take this personally and being late is the quickest way to get on my bad side. Three times late equals one absence. Those who leave early will be assessed full absence.

• Daily tweets and notes on in-class speakers.

• Adoption of a mass communication or other professional who uses twitter in your major or area of interest, and presentation to class at end of first block, with visuals. Information on potential professionals and industries first day of class.

• Three-page summary paper comparing two in-class speakers with information from adopted tweeters. Information on first day of class.

• Daily tweets on combined class Twitter site about class speakers and issues.

• Daily discussion of President Trump’s daily tweets in relation to communication—not politics.

• No video games in class. Automatic F.

• All tweets should include #clarkclass, @UCO_MCOM, @UCOBronchos

• Final test.

SUBMISSION GUIDELINES for three-page paper: No fancy covers. First page includes your name, date, subject title. Fourth page lists sources contacted. Paper to be stapled in upper left hand corner. All work, except in-class exercises, must be typed, double-spaced, using Times New Roman or Palatino typeface, on one side of the paper, with 1” or 1 1/2” margins. Follow Associated Press style. Make sure your toner is readable (dark). Work will not be accepted unless it complies with these guidelines. E-mail submissions allowed only on designated assignments.

DEADLINES: Must be met. Absolutely. Period. End of Discussion. Journalism is a deadline business. Accordingly, late work will not be accepted. Don’t bother to hand it in—you get a “0” grade. Absence is no excuse.

GRADING SCALE: 100-91---A; 90-81---B; 80-70---C; 60-69---D

• Daily Tweets on class Twitter site #clarkclass---100 points--20 percent

• Adoption and posts, and presentation of professional Tweeters--100 points--20 percent

• Paper on speakers--100 points--20 percent

• In-class assignments--150 points--25 percent

• Final Test---50 points--5 percent

• Total Points--500

All university policies, including grading, grade appeals, academic dishonesty, adding and dropping apply. Check this link: www.uco.edu/academic-affairs/files/aa-forms/faculty/StudentInfoSheet.pdf

Any case of plagiarism will result in a 0 for the assignment. A second case will flunk you for the course, and probably ruin your future as a journalist.

• Since this is a class of discovery and living journalism, exact timetables cannot be guaranteed because of student discussions and individual interests. Flexibility is essential to transformative education, not rote memory or lockstep schedules. Accordingly, the professor reserves the right to amend the syllabus, with notice to class, at any time, in order to facilitate your learning.

COURSE SCHEDULE--Each class will include daily tweeting about class subjects.


• Weeks two-six (Aug. 29-Sept. 28)—Adoption progress. Guest speakers, on-line readings, daily tweeting, writing,
• Week seven-eight (Oct. 3-11)—adoption presentations, paper due, lessons from speakers, adoptions, evaluations, final exam.

All university policies, including grading, grade appeals, academic dishonesty, adding and dropping apply.

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UCO subscribes to the Turnitin.com plagiarism prevention service. Students agree that by taking this course, all required assignments may be subject to submission for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted assignments will be included as source documents in the Turnitin.com restricted access reference database for the purpose of detecting plagiarism of such assignments. In the UCO Student Handbook, there is a process for contesting any plagiarism allegations against you.
Department of Mass Communication Policies – Fall 2017
College of Liberal Arts -- University of Central Oklahoma
Departmental Phone: (405) 974-5303
Website: http://www.ucd.edu/asilasscomm/
UCentral Student Media has an app! Go to iTunes to download it for free
Follow the department Twitter account @UCO_MCOM
"Like" the UCO - Department of Mass Communication Facebook Page
Follow us on Instagram at uco_mcom

MCOM Majors Email: The department, the college, and the university utilize the UCO email address assigned to each UCO student. Official information will be emailed through the UCO system. Students have the option of forwarding their UCO email to a personal email account if preferred. For information, go to http://www.ucd.edu/utechnology/studentemail/index.asp. If students do not check their UCO email, they risk missing vital information. If you do not use your UCO email account, please forward your UCO email to an email account you check frequently.

Student Advisement

MCOM has two Student Success Advisors for MCOM majors. Each student is responsible for seeking advisement information each semester in order to graduate in a timely manner.

- Mr. Gary Parsons
  - Office: COM 103A
  - Phone: 974-5149
  - Email: gparsons2@ucd.edu

- Ms. Laura Donner
  - Office: COM 103
  - Phone: 974-5108
  - Email: ldonner@ucd.edu

UCentral Student Media: http://www.ucd.edu/asilasscomm/central/index.asp

UCentral is the student media network at the University of Central Oklahoma, featuring traditional media (television, radio, newspaper) and new media (web, netcasts, social networking) created by students majoring in professional media. UCentral is located within the Mass Communication Department on the campus of UCO.

Fall Events

- Monday, August 21st – first day of the fall semester, classes begin
- Monday, September 4th: Labor Day, no classes
- September 27th-29th – Mass Comm Week, classes redirected
- Thursday, September 28th – Media Ethics Conference
- October 19th-22nd – Fall Break, no classes
- November 22nd-26th – Thanksgiving Break, no classes
- Friday, December 8th – fall semester Lasercut ends
- December 11th-15th – final exam week

Expectation of Work

Full-time college students are expected to spend approximately 40 hours each week in class attendance and study outside of class. According to Regents’ policy, for each hour in class a student is expected to spend two (2) to three (3) hours studying for the class (OSRHE II-2-34). For each three-credit hour course, the Regents expect students to study/prepare 6-9 hours per week.

Winter Intercession 2017-18

UNIVERSITY OF CENTRAL OKLAHOMA STUDENT INFORMATION SHEET AND SYLLABUS ATTACHMENT

UCO MISSION

The University of Central Oklahoma (UCO) exists to help students learn by providing transformative education experiences to students so that they may become productive, creative, ethical and engaged citizens and leaders serving our global community. UCO contributes to the intellectual, cultural, economic and social advancement of the communities and individuals it serves.

UCO VISION

The University of Central Oklahoma, as Oklahoma’s metropolitan university committed to helping students learn, embraces its role as a collaborative partner and leader to meet the educational, business and community aspirations of the Greater Oklahoma City Metropolitan Area. Our dynamic metropolitan region shapes the university even as the university contributes to the cultural, social, economic, and intellectual life of the region to realize
our shared future. Metropolitan engagement informs every dimension of the university’s activities in cultivating learning, discovery of new knowledge, and encouraging shared leadership to the extent that this synergy will inspire others to recognize UCO as one of the nation’s leading metropolitan universities.

ACADEMIC INTEGRITY STATEMENT
Each student is expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in the academic experiences both in and out of the classroom.

ACADEMIC DISHONESTY POLICY
Academic dishonesty includes plagiarizing, cheating, turning in counterfeit papers, stealing academic materials, knowingly falsifying academic documents, accessing confidential academic records without authorization, disclosing confidential academic information without authorization, and turning in the same work to more than one class without the expressed permission of the instructors involved. Any student deemed to have engaged in academic dishonesty will be subject to disciplinary action up to and/or including expulsion from the University. To help ensure academic integrity, faculty may employ a variety of tools, including, but not limited to, university-sanctioned Turnitin.com. More information concerning this policy can be found on page four of the UCO Student Code of Conduct located at: https://www.uco.edu/student-affairs/conduct/forms-and-publications/index.asp

INCOMPLETE GRADE
An "I" may only be given for work not completed because of circumstances beyond the student’s control and in which further class attendance is not required. The student must have satisfactorily completed a substantial portion of the required course work for the semester. An "I" may only be changed to a letter grade by the instructor when work has been successfully completed outside the classroom and no longer than one year after the "I" was assigned as determined by the instructor. An "I" is not given simply because a student wants extra time to complete assignments or wants to earn a higher grade. A formal written agreement must be signed by the instructor and the student and filed in the department/school office, clearly identifying what work is to be completed and the timeline within which the work is to be completed.

WITHDRAWING FROM ALL CLASSES
When withdrawing from any class, the student must complete the dropping process in the Office of the Bursar’s Office only. The student will be held responsible for any funds the university is required to return on the student’s behalf to the federal program

EMERGENCY INDIVIDUAL CLASS DROP OR COMPLETE WITHDRAWAL
If a university emergency occurs that prevents the administration of a final examination, the student’s final course grade will be calculated based on the work in the course completed to that point in time. Final exams will not be rescheduled, and a grade of “I” will not be given as a result of the canceled exam.

BCS
A student is not required to take more than two final examinations on the same day. When three or more final examinations are scheduled on the same day, as listed on the official examination schedule, rescheduling of the excess examinations will start with the lowest course (not CRN) number(s). Online courses are excluded.

To reschedule a final examination:
1. the student must petition the appropriate dean(s) using the Petition for Rescheduling Final Exams form which is available from any dean’s office or online at: http://www.uco.edu/academic-affairs/files/policiesandguidelines/4academicstandards/4.4FinalExamsOFFICIAL.pdf
2. the petition must be made no later than five calendar days prior to the beginning of exam week for the semester or term in question;
3. the approval will be delivered to the faculty member by the student;
4. the faculty member shall reschedule, with the student, a day and time agreeable to both;
5. the student shall send a copy of approved form to AVP/Student Affairs, Box 151;
6. the faculty member shall reschedule, with the student, a day and time agreeable to both;
7. the exam must be administered only during the official final examination week;
8. the new exam date must not interfere with the timely submission of grades for the entire class.

HOW TO CONTACT A FACULTY MEMBER
If you have questions regarding your class, speak with your instructor. Faculty include their office hours and/or phone number in the class syllabus.

CLASS ATTENDANCE IS IMPORTANT
Talk with your instructor about any absences. SOME DEPARTMENTS AND PROFESSORS HAVE MANDATORY ATTENDANCE POLICIES so your grade may be affected by your absence. Check your course syllabus or ask your instructor for this information.

EXPECTATION OF WORK
Full-time college students are expected to spend approximately 40 hours each week in class attendance and study outside of class. According to Regents’ policy, for each hour in class a student is expected to spend two (2) to three (3) hours studying for the class (OSRHE II-2-34)

WE'RE HERE FOR YOU!
The administration, faculty, and staff want you to be successful in your learning experience here at UCO! If you have questions or concerns, seek help EARLY.

TAKING CARE OF YOUR EMOTIONAL HEALTH:
The Professional Staff of the Center for Counseling and Well-Being help UCO students to resolve emotional difficulties, improve personal skills, overcome the effects of trauma or grief, decrease substance use, and achieve their intellectual, personal and creative potential. Services are confidential and private. Please see http://www.uco.edu/student-affairs/scc/ for contact information, to make an appointment, or to complete an anonymous screening at the Student Counseling Center. Services are free to UCO students.

CALL SAM
UCO also participates in Call SAM (Student Assistance by Mercy), a free mental health services call center dedicated to helping students. The 24/7, toll-free helpline service can be reached by calling 855-225-2SAM (2627). Call SAM is managed by behavioral health and medical providers trained in mental health. Students can call for help with depression, anxiety, unhealthy eating, substance abuse, social issues, or any other stressors.

HELPFUL NUMBERS
Admissions Office, 974-2727 Advisement Center, 974-2391 Bookstore, 974-2736 Campus Activities and Events, 974-2363 Career Services, 974-3346 Center for eLearning and Connected Environments, 974-2420 College of Business, 974-2426 College of Education and Professional Studies, 974-5701 College of Fine Arts and Design, 974-3770 College of Liberal Arts, 974-3540 College of Mathematics and Science, 974-2461 Counseling Center, 974-2215 Financial Aid Office, 974-2727 Fraternity and Sorority Life, 974-2580 Global Affairs, 974-2390 Graduate College, 974-3341 Housing and Dining Office, 974-2746 Off-Campus Life, 974-3654 Office of Diversity and Inclusion, 974-3588 Police Services, 974-2345 non-emergency, 9-1-1 emergency Student Life, 974-2364 Testing Center, 974-2388 Transportation and Parking, 974-2780 Volunteer and Service Learning Center, 974-2621

EMERGENCY EVACUATION AND DRILLS:
The purpose of an Emergency Evacuation and Relocation Drill is to educate the participants in the fire safety features, shelter locations, exit routes available, and procedures to be followed in the event of a real emergency. All drills shall be treated as real events. All students will be asked to sign an attendance sheet once you are at the designated relocation point.

In the event of Severe Weather: Primary Shelter Location are: Library Basement, Liberal Arts Basement, Murdaugh Hall Basement, Thatcher Hall Basement, NUC floor north, Howell Hall Suite 118, and Central Plaza Basement. In the event you cannot reach a designated shelter area in a timely and safe manner, it is recommended that you "shelter in place" by moving to the lowest level and smallest room located in the center of the structure. An interior closet or bathroom is generally a good location. Use what you have to shield your hands and face from flying debris. Put as much space between you and exterior walls as possible and stay away from windows. Never take shelter in a hall that opens to the south or the west. Do not leave your shelter in place location until you are sure the danger has passed. A basement is considered the safest location in severe weather and locations on campus with accessible basements are limited. http://www.uco.edu/registrar/sched/

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Accreditation
The University of Central Oklahoma has been accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools since 1954. The University also participates in the Federal Student Aid Programs as well as a personal benefit plan. The University maintains a quality assurance program to ensure that its programs meet the needs of the educational community and the public.

Copyright
Copyright law information is provided to you per the TEACH Act through the following websites:
• UCO Office of Information Technology web page on Copyright Law http://www.uco.edu/technology/student/copyright-law.asp
• UCO directs students to Legal Downloads http://www.uco.edu/technology/catalog/downloads.asp
• UCO Policy for use of Copyrighted Materials http://www.uco.edu/academic-affairs/faculty-staff/policy-for-copyrighted-materials.asp

Have a successful semester!
The University of Central Oklahoma Student Information Sheet and Syllabus Attachment has been developed through a cooperative effort between the Faculty Handbook Editorial Board and the Office of Academic Affairs.