COURSE SYLLABUS SCA 505

SCHOOL OF COMMUNICATION & THE ARTS

Mission Statement School of Communication and the Arts:
The mission of the College of Communication and the Arts is to impart knowledge and understanding of human communication process within the context of a Judeo-Christian worldview and to help students to develop advanced critical thinking and communication skills.

SCA 505 MAD SUMMER 2012

- Being Digital, Past, Present, Future -

Course dates: July 9, to August 15, 2012
Credit Hours: 3

Professor: Dr. Markus Pfeiffer, pfeiffer@regent.edu

Office: 757-352-4492 Fax: 757-352-4275 (whats is a fax? 😊 )

FACULTY WELCOME

Welcome Digital Historians and Futurists!

SCA 505 - Digital History (Past), Present and Future is a fascinating study of communication technologies that shape our daily lives, places of work and ministry. It is my privilege to travel this amazing timeline of innovations with you during this summer course.

This class is geared towards the academic and professional fields of Communication; Broadcast, Cinema-TV, Journalism and Digital Media.
COURSE DESCRIPTION
Thomas Jefferson once wrote: "I like the dreams of the future better than the history of the past."
This is the class where we will dream about the future, but unlike Jefferson preferred, we will also look at the past in order to understand the process and journey that shapes our present and is guiding our culture and society into the future.
SCA 505 is not a class on Communication history at large. Chronologically we will only look at the part of Communication history that is directly related to the term “digital” – more less the past 50-60 years. We will trace the transitions that Communication technology underwent from “analog” to “digital” and we will focus on technologies that influence our daily and professional lives. These are technologies that shape our relationships, interpersonal communication, professional workflow and approaches to ministry. Students are encouraged to think creatively and to present futuristic concepts and ideas that are out-of-the box.

INTEGRATION INTO THE COMARTS MISSION STATEMENT AND RU GLOBAL INITIVATIVE
This class provides students with historical insight into the development of digital technology in popular culture. These trends are international trends and not just western world phenomena. In that sense this class enhances students global competencies and understandings how technology connects us economically and culturally. Emphasis will be placed on the Judeo Christian understanding of history as a tool by with God works out his redemptive purposes for human kind. In this course, God is understood as the source of human history, past – present – and future.

COURSE METHOD
SCA 505 is a summer class and only offered online. Due to the condensed timeline of a summer class, this course will be intensive. Students need to be prepared to conduct course work on a daily base.

COURSE OUTCOMES AND LEARNING COMPETENCIES
The primary outcome of SCA 505 is the ability for students to understand the history of modern technology, current and future digital trends. The focus of this class is mostly on interactive consumer technology that is shaping our daily and professional lives.
Students will further develop a personal methodology on how to follow and interpret technology news relevant to their professional interests and vision.
Students will gain a deeper insight and appreciation of men and women that lead companies and innovations related to interactive technologies.
No “traditional” academic papers are required in this course. Students are asked to create course work in digital format, utilizing an online presentation tool called Prezi and other means of digital publishing explained during class.

In addition students who complete this course will be able to:
- integrate and apply the Christian faith with biblical truth and principles to the study of recent Communication history, present and future trends.
- Students are encouraged to be Watchmen on the walls of popular culture, being able to prayerfully discern the potentials and risks of the digitization of our lives.

**BASIC WEEKLY SCHEDULE**
- Week 1: Readings and discussions: A History of the Internet and the Digital Future
- Week 2: Readings and discussions: Steve Jobs
- Week 3: Readings and discussion: The Dawn Mistaken for Dusk
- Week 4/5: General discussions, survey and introduction of online tools and resources to track digital developments. Online presentations of main course projects.

**COURSE MATERIALS**
IMPORTANT NOTE TO ALL STUDENTS: It is absolute essential that you are in possession of all required textbooks at the beginning of this course.

**REQUIRED TEXTBOOKS**
Johnny Ryan: *A History of the Internet and the Digital Future*

Walter Isaacson: *Steve Jobs*, Publisher: Simon & Schuster; First Edition (October 24, 2011)

This book can be downloaded for any type of computing device from Amazon (no Kindle required) [http://www.amazon.com/gp/feature.html?ie=UTF8&docId=1000493771](http://www.amazon.com/gp/feature.html?ie=UTF8&docId=1000493771)

**COURSE ASSIGNMENTS AND GRADES**
Visual Paper 350 points
Prezi Presentation 350 points
Online participation 150 points
Minor assignments 150 points
TOTAL 1000 points
## Grading Scale

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<td>A</td>
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## University Policies and Resources

All class assignments must be completed in order to pass the course. If an emergency arises and a student cannot finish an assignment on time, the faculty member should be notified as much in advance as possible. None excused lateness will count against the final grade. Meeting assignments deadlines and class participation is a substantial portion of the final grade. All students must use their Regent Email account and check messages daily. University policy requires that all students submit a formal student evaluation of teaching form at the end of the academic term. This mandatory requirement must be completed before students will be able to access their final course grade.

Disability Statement - the student is responsible for contacting the assistant director of Student Services at 757.352.4486 to request accommodations, provide necessary documentation, and make arrangement with each instructor. The following website is designed to help our disabled students learn of their rights and responsibilities with regard to disability services. The site also has resources for faculty to become better informed of their responsibilities toward the disabled students in their classes. [www.regent.edu/admin/stusrv/student_life/disabilities.cfm](http://www.regent.edu/admin/stusrv/student_life/disabilities.cfm)

Last Updated: March 2012

At times, due to unforeseen circumstances, course content may be subject to change. Please check with your professor to insure you have the most recently updated Syllabus for this course.