

OKANAGAN COLLEGE
Department of Communications
CMNS 270: Introduction to Information Technology: The New Media

Course Description

This course offers a socio-historical examination of the technology of new media, surveying critical theories to understand the relationship between Information technology and materialism, consumerism, and cultural identity at multiple levels of engagement. The role of IT on the evolution of communication practices in contemporary life will be examined.

Prerequisite: Successful completion of CMNS 100 or 110 or 2nd year standing.

Learning outcomes

Students will:

1. read, think, and write critically about identity, ideology, transparency, and authenticity
2. analyze the relationship between a text's form, its content, and its representation as a cultural product
3. understand the nature, range, and function of social networking in various contexts like personal relationships, politics, education and business
4. apply contemporary theoretical perspectives in critiquing aspects of new media such as narrative and hypertext
5. apply theoretical concepts to communications models such as the use of self-reflexivity in blogging and connectivism in educational contexts

Required Text

Wade Rowland's historical examination of IT's evolution, *Spirit of the Web*, (1999) Toronto: Key Porter Books; [ISBN: 1894433025].
Additional readings will be posted to Webct.

Method of Instruction

As a learner-centred course, students share responsibility with the instructor for the success of each class session. Having carefully read and contemplated the texts and topics under consideration in advance of a given class, students should be prepared for vibrant class discussion and activities. Classes will feature a fluid combination of lectures, presentations, individual and collaborative work.

Course Requirements

Group Project	40%
Seminar and Critical Paper	20%
Blog	10%
Exam #1	15%

Exam #2

15%

Students will demonstrate an understanding of new media to the point where they have insight into their roles as creators and critics of new media and not just passive consumers of content.

Technology

As a course about information technology and new media, it is probably not surprising that this course makes extensive use of both. All lectures have audio/visual components (web pages and PowerPoint slides, typically), and Webct is used extensively. This course will be run as a “paperless classroom” so all assignments that you will hand in must be in PDF. My notes, etc...will be in PDF as well.

NOTE: This is NOT a course designed to train you in the use of information technology or the design of web pages.