CMNS 175
Communications

COURSE NAME/NUMBER

3

UFV CREDITS

WRITING FOR THE INTERNET

FACULTY/DEPARTMENT

CALENDAR DESCRIPTION:

This course is an introduction to the theory and practice of writing for the Internet. Students will study the particular challenges posed by online communication, and explore approaches and technologies that make possible effective communication to a networked audience.

PREREQUISITES:

Same as for CMNS 125 (see CMNS 125 for details), and familiarity with computers

COREQUISITES:

PRE or COREQUISITES:

SYNONYMOUS COURSE(S):

(a) Replaces:

(b) Cross-listed with:

(c) Cannot take: for further credit.

TOTAL HOURS PER TERM: 45

STRUCTURE OF HOURS:

Lectures: 15 Hrs
Seminar: 15 Hrs
Laboratory: 15 Hrs
Field experience: Hrs
Student directed learning: Hrs
Other (specify): Hrs

TRAINING DAY-BASED INSTRUCTION:

Length of course:

Hours per day:

OTHER:

Maximum enrolment: 25

Expected frequency of course offerings: every semester, annually, every other year, etc.

WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only)

[X] Yes [ ] No

WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department)

[ ] Yes [X] No

TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:

[ ] Yes [ ] No

Course designer(s): David Thomson

Department Head: David Thomson

Supporting area consultation (Pre-UPAC)

Curriculum Committee chair: John Carroll

Dean/Associate VP: Dr. Jacqueline Nolte

Undergraduate Program Advisory Committee (UPAC) approval

Date approved: September 10, 2010

Date of meeting: February 25, 2011

Date approved: March 11, 2011

Date approved: March 11, 2011

Date of meeting: March 25, 2011
LEARNING OUTCOMES:
Upon successful completion of this course, students will be able to:

1. Explain the communications process, particularly as it pertains to electronic communication.
2. Use the writing process, including planning, drafting, revising, and proof-reading.
3. Analyze and critique examples of online communication formats.
4. Practice strategies for effective email and web communications.
5. Demonstrate familiarity with copyright and ethical issues relevant to online communication.
6. Demonstrate techniques of document design.
7. Work collaboratively to complete assignments.
8. Deliver effective professional presentations.

METHODS: (Guest lecturers, presentations, online instruction, field trips, etc.)
• Lectures
• Demonstrations
• Applied projects
• In-class exercises
• In-class discussion

METHODS OF OBTAINING PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):
☐ Examination(s) ☒ Portfolio assessment ☐ Interview(s) ☐ Other (specify):

☐ PLAR cannot be awarded for this course for the following reason(s):

TEXTBOOKS, REFERENCES, MATERIALS: [Textbook selection varies by instructor. Examples for this course might be:]

SUPPLIES / MATERIALS:
N/A

STUDENT EVALUATION: [An example of student evaluation for this course might be:]
Course journal 25%
Assignments 50%
Quizzes 10%
Presentation 15%

COURSE CONTENT: [Course content varies by instructor. An example of course content might be:]
1. Introduction to communications theory
2. How technology influences writing and publishing
3. Determining purpose and audience for online communications
4. Evolving digital formats: e-mail, instant messaging, web pages, weblogs, etcetera
5. Writing and revising material for electronic distribution
6. Layout and page design for electronic documents
7. Incorporating graphics and visual information
8. Ethics and communications technology: intellectual property and copyright
9. Research — and documenting research — in online environments
10. Using technology to supplement and enhance public presentations