CMNS 175  Communications  3  

COURSE NAME/NUMBER  FACULTY/DEPARTMENT  UFV CREDITS

Writing for the Internet

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:  CPT score of 48 or better, or evidence of any accepted test score or course grade listed under the English Language Proficiency Standards published in the UFV calendar and listed on the UFV website.

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:  1 per semester
(every semester, annually, every other year, etc.)

WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only)  Yes  No
WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department)  No
TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:  No

Course designer(s):  David Thomson
Department Head:  David Thomson  Date approved:  November 4, 2011
Supporting area consultation
Curriculum Committee chair:  John Carroll  Date of meeting:  December 2, 2011
Dean/Associate VP:  Dr. Jacqueline Nolte  Date approved:  January 20, 2012
Undergraduate Education Committee (UEC) approval  Date of meeting:  January 20, 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