

<p>Loyola University Chicago</p> <p>Fall 2020</p> <p>COMM 100: SOC Seminar</p> <p>Online and asynchronous (<i>which means there is no mandatory, live Zoom session. However, along with several 100 instructors, I will be hosting several optional Zoom hours so you can meet me and fellow students</i>).</p>	<p>Instructor: Patty Lamberti</p> <p>Email: plamberti@luc.edu</p> <p>Phone: 718-450-0268</p> <p>Office Hours:</p> <p>Online, via Zoom, by appointment.</p> <p>Or by phone, email, Slack.</p>
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Course Description:

Welcome to Loyola’s School of Communication. The goal of this one-credit-hour online course is to introduce you to the courses, tools, concepts, and people you will encounter on your journey towards a BA from the School of Communication and a successful career in a communication-related field.

We will also explore how COVID-19 and other crises have affected education and the field of communication. We will work on how you can best achieve your educational and professional goals in this new world.

This class is asynchronous, which means there is no mandatory, live Zoom class at a set time each week.

However, you will have weekly videos to watch and homework, all of which will be due every week by Friday at 5 p.m.

You will also have three “Personal Development Projects” due at various points throughout the semester.

Although we won’t be in a traditional classroom setting, I’d like to get to know you. You are always welcome to reach out to me by email or phone to set up a private one-on-one Zoom video conference call.

I, along with several Comm 100 instructors, will be hosting several optional Zoom hours so you can meet fellow students.

Topics we will cover in this class include:

- graduation requirements for all SOC majors
- plagiarism
- diversity in communication
- how to interview others, and do your best in interviews
- study abroad options
- student groups
- library databases and other research tools
- internships

- resumes, cover letters and online portfolios
- job titles, salaries, and salary negotiations
- how to study and work virtually

The fact that this is a pass/fail, one-credit course shouldn't lead you to believe it's a "blow off" class. It may actually be the most important class you take at Loyola.

Grading and Evaluation:

This course will be graded on a pass-fail basis. It's easy to pass, but somehow, I've had students fail. You only need to do a few simple things to pass:

1. Each week, you must watch one *short* video or two.

Most videos will be stored in Panopto on Sakai.

To access Panopto, click on Panopto (on the left side of our Sakai classroom).

Launch Panopto (you may need to download the software first).

You will see a list of videos there. Choose the one that corresponds to the date and topic.

Note that I have tools on my end of Sakai to make sure you have watched the entire video. In other words, I can see if you watched the video, and whether or not you watched the whole thing.

You will receive a check mark for each video you watched from start to finish.

If you fail to watch MORE THAN two videos, in entirety, before 5 p.m. each Friday, you will fail the course.

Watch the video, and start the homework, well before Friday afternoon.

Some videos are links to outside web sites. Just follow the link on the syllabus and you'll get to the correct video.

2. You must complete short, simple homework by 5 p.m. on Fridays each week.

This homework is the equivalent of what we'd discuss or do in a face-to-face class setting. This homework will include completing a simple assignment or a simple quiz.

If you miss more than two quizzes/assignments, you will fail this class.

3. You also have to complete three of the following Personal Development Projects by the "Personal Development Project due dates" listed on the syllabus.

They are due on three Fridays throughout the semester.

If you fail to turn in three Personal Development Projects, and score a 3 out of 5 points on each Personal Development Project, you will fail this class.

Personal Development Projects:

You must complete *three* of the following Personal Development Projects by the due dates listed on the syllabus. Please turn in the assignments via the Sakai assignment submission tool.

Choose the Personal Development Projects that appeal to you.

1. Write a one-sentence description about something you learned, or some organization that interested you, at any of these [Loyola-sponsored career fairs](#).
2. Attend the university wide student org fair (SOC media will be part of this). Write a one sentence description about what you've learned. Here is the information: Wednesday, Aug 26th from 3-6pm. <https://www.luc.edu/saga/>
2. Join a student group at SOC (they will be hosting online meetings and sessions this semester) and take a screenshot of your first meeting or write one sentence about something you learned at the meeting. Student groups include the Debate Team, The Society of Professional Journalists, PRSSA, Beta Rho, Rambler Sports, The Loyola Phoenix, WL UW, etc.). Pay attention to your email for more details.
3. Interview a communication professional – by Zoom, phone or email - about his/her/their job and career path/history. You can send me a recorded video of the Zoom call (get the person's permission first), an audio file of the phone call (Use an app like Record a Call), or a transcript of your email exchange.
4. Reach out to an SOC professor you'd like to know better. Ask the professor if you can talk via Zoom, phone or email. You can send me a recorded video of the Zoom call (get the person's permission first), an audio file of the phone call (Use an app like Record a Call), or a transcript of your email exchange. Ask whatever you like – advice, the person's history, your goals, etc.
5. Apply for a communication-related internship or job. Provide me with a copy of your cover letter.
6. Provide me a copy of your resume.
7. Create or update a web site that showcases your personality, work samples, resume, etc.
8. Create or update a fully completed LinkedIn profile (photo, resume, recommendations, etc.). Provide me with the link.
9. Watch a communication-related TedX talk [here](#). Send me the link to the video you watched along with 3 sentences about what surprised you from the talk.
10. Submit an article/photo/video/writing to a student group such as PRSSA, the Loyola Phoenix or the Gull. Provide me with a copy.

11. Attend a virtual lecture/talk on campus. Provide me a screenshot of the speaker, or write a one-sentence summary of what you learned.
12. Take a [quiz](#) based on Briggs Myers typological approach to **personality**. Knowing this can provide insight into what type of career best suits you. Send me your four-letter result, along with a one sentence description of what area of communication may interest you (based on your result).
13. Sign up for a radio show at WLW, Loyola's radio station (or join their staff). Send me the details about your new gig.
14. Join Beta Rho's book club. Provide me with a list of dates you met, what you thought about the book, and the name of another student in the book club.
15. Watch a free webinar from the [Freedom Institute's Power Shift Project](#), an organization devoted to promoting diversity and equality in the work place. Write me a few sentences that include the name of the seminar and what you learned.
16. Joining one of the Zoom social hours hosted by myself or other COMM 100 instructors. In these sessions, we'll casually introduce ourselves to one another and begin making connections with fellow students. As evidence of attending the social hour, copy and paste the names of the participants (Under Zoom, Participants) and submit the names to me. You can see the dates and times on the syllabus below.

16. Join the virtual book club sponsored by Beta Rho, the SOC honors society. It's open to all students. The book is Ta-Nehisi Coates' "Between the World and Me." For more details, email Melanie at mgorski1@luc.edu.

18. Attend the Debate Team's Zoom open house August 26th from 3-6. Here is the info:
<https://luc.zoom.us/j/92908863943>
Meeting ID: 929 0886 3943
One tap mobile
+16465588656,,92908863943# US (New York)
+13017158592,,92908863943# US (Germantown)

Grading policy for the three Personal Development Projects:

Each Personal Development Project will be graded on a 5-point scale. You **must score at least 3 out of 5** points in order for the Personal Development Project to count towards passing the course.

If you score less than 3 out of 5 points, you must redo the Personal Development Project, or choose another one.

You will earn points in the following way:

1 – Completion a Personal Development Project from the list of options and submitting it by the due date.

1 – Ability to turn in the proof I've asked for in the Personal Development Project description.

1 – Quality of content associated with your submission (clear writing, correct details, clarity of photo/video/audio, proper punctuation, correct grammar, etc.)

1 – Evidence of critical thinking skills

1 – Evidence of effort put into the project

Due date policy: One of the main goals of this class is to teach you SOC policies and make it clear that there are consequences for not following these policies. So the deadline policy for this class is very strict.

That said, life happens. If you are truly sick, or have a family member or friend who is having an emergency on the day a project is due, just tell me. I may ask for proof of your illness and emergency.

Email Policy: I will respond to emails within 48 hours. Assignments may not be emailed to me. If you miss class on the date an assignment is due, refer to the due date policy.

Academic Dishonesty Policy: Plagiarism of any form, of any kind and of any length will be reported to the Dean of Students and the student will automatically receive a failing grade for the course. Cheating on in-class assignments or any other work associated with this class will receive a similar punishment. As you know, plagiarism constitutes using another's words or ideas without acknowledgment. I will consider it equally dishonest to invent quotes, facts, scenarios and so on.

SSWD Policy: Loyola University Chicago provides reasonable accommodations for students with disabilities. Any student requesting accommodations related to a disability or other condition is required to register with the Student Accessibility Center (SAC). Professors will receive an accommodation notification from SAC, preferably within the first two weeks of class. Students are encouraged to meet with their professor individually in order to discuss their accommodations. All information will remain confidential. Please note that in this class, software may be used to audio record class lectures in order to provide equal access to students with disabilities. Students approved for this accommodation use recordings for their personal study only and recordings may not be shared with other people or used in any way against the faculty member, other

lecturers, or students whose classroom comments are recorded as part of the class activity. Recordings are deleted at the end of the semester. For more information about registering with SAC or questions about accommodations, please contact SAC at 773-508-3700 or SAC@luc.edu.

Schedule

Subject to change (please check Sakai regularly)

Week One: August 24 – August 28 (Video and homework due by Friday, August 28 at 5 p.m.)

Topic: What is this class all about? Why am I taking it?

Required homework due by Friday at 5 p.m.:

- Watch entire introduction video [here](#) (Remember I have tools to make sure you watch videos completely).
- Read the [syllabus](#).
- Take a [short quiz](#) on Sakai under the Quizzes tool.

Week Two: August 31 – September 4 (Video and homework due by Friday, Sept. 4 at 5 p.m.)

Topic: What are the SOC majors? Who works at the SOC? What are graduation requirements?

Required homework due by Friday at 5 p.m.:

- Watch a [video](#) explaining SOC majors.
- Read the [PowerPoint under resources](#) that includes more details about the majors.
- Take a [short quiz](#) on Sakai under the Quizzes tool.

Week Three: September 7 – September 11 (Video and homework due by Friday at 5).

2. OPTIONAL ZOOM SOCIAL HOUR ON MONDAY, SEPTEMBER 7, 05:00 PM Central Time (US and Canada)

<https://luc.zoom.us/j/92831244727> (Hosted by Professor Romanelli)

3. OPTIONAL ZOOM SOCIAL HOUR ON WEDNESDAY, Sep 9, 2020 12:00 PM Central Time (US and Canada)

Join Zoom Meeting <https://luc.zoom.us/j/97010786857>

Topic: Best practices for learning, communicating and working remotely.

Required homework due by Friday at 5 p.m.:

- Watch a [video](#) about best practices for learning, working, and finding jobs remotely.
- Watch this [video about best practices for Zoom calls](#) (lighting, turning camera on vs. off, etc.)
- Submit one of the following on Sakai [under assignments](#). You may choose between two options this week:
 1. In a live Zoom meeting you have this week, apply some of the lighting, sound and other tricks you learned in the [Wirecutter video](#). In two sentences, explain what tips you used, and if you felt the meeting went better than others you've had previously.

OR

2. If you don't have any live Zoom classes this week, apply one of the key points from the video about best practices for learning remotely. Write me a one sentence description about what you did differently this week when it came to online learning, and if it helped you learn more or not.

Week Four: September 14 -18 ((Video and homework due by Friday at 5).

OPTIONAL ZOOM Social Hour Comm 100

Sep 16, 2020 01:00 PM Central Time (US and Canada)

<https://luc.zoom.us/j/95573490541>

Topic: How to interview others, and how to do your best in a job interview.

Required homework due by Friday at 5 p.m.:

- Watch this [video](#) about how to conduct good interviews.
- Watch [this video](#) about how to do your best in job interviews.
- Submit this on [Sakai under assignments](#).
 - Imagine your dream job. Imagine you get an interview there. What's one open-ended question you can ask the people interviewing you that demonstrates you've done your research on the company/field, and can think critically?

Week Five: September 21-25 (Video and homework due by Friday at 5).

PERSONAL DEVELOPMENT PROJECT ONE DUE BY FRIDAY AT 5

OPTIONAL ZOOM SOCIAL HOUR ON WEDNESDAY, SEPTEMBER 23 AT 2 P.M. ON ZOOM

Topic: COMM 100 202 F20
Time: Sep 23, 2020 02:00 PM Central Time (US and Canada)

Join Zoom Meeting
<https://luc.zoom.us/j/94188587790>

Meeting ID: 941 8858 7790
One tap mobile
+13017158592,,94188587790# US (Germantown)
+13126266799,,94188587790# US (Chicago)

Meeting ID: 941 8858 7790
Find your local number: <https://luc.zoom.us/u/abKRLEUXMa>

Topic: Studying Abroad (It will happen again one day!)

Required homework due by Friday at 5 p.m.:

- Watch this video about study abroad options at Loyola.
- Peruse these links about [costs](#) and [eligibility](#) of various study abroad options at Loyola,
- Take this [quiz](#) to help you determine what might be a good study abroad option for you.
- Submit the result you get from the quiz on [Sakai under assignments](#).

Week Six: September 28 – October 2 (Video and homework due by Friday at 5).

Topic: Researching through Loyola's libraries.

Required homework due by Friday at 5 p.m.:

- Watch the first 7.5 minutes of this [video about how to use Loyola's online library tools](#).
- Think about an issue that matters to you. It can be anything from race relations to climate change to punk music to diversity in newsrooms to depictions of gender in advertising. It's up to you. Just pick a topic you are passionate about.
- By Friday at 5 p.m., submit the following on [Sakai under assignments](#):
 - The topic you chose to research and why you care about it (A few sentences).
 - A link to *any document* published in *an academic journal* that you found using Loyola's online library tools. Note what I've italicized here. That's what I'm checking to see if you can find.
 - Also write a sentence or two you on how you used Loyola's library tools to find that documents for an academic journal. Describe what you clicked on, what search terms you used, what filters you used, etc.

Week Seven: October 5 – 9 (Video and homework due by Friday at 5).

Topic: Student Groups

Required homework due by Friday at 5 p.m.:

- Watch this [video](#) about various Loyola student groups.
- Watch this video about the Debate Team: <https://drive.google.com/file/d/1-mBvCYPDozptpP1-RPEIxiXHvmx8J7pW/view>
- By Friday at 5 p.m., submit the following through [Sakai under assignments](#):
 - the name of a student group that interests you. Also tell me if you've reached out to join them, and if not, why not. You won't be penalized for your not reaching out, but I'd like to help you connect with the group.

Week Eight: October 12 – 16 (Video and homework due by Friday at 5).

Topic: Diversity in communication fields – what it means and why it matters to everyone.

Required homework due by Friday at 5 p.m.:

- Watch this [video](#) about diversity in communication fields – why it matters, what the current statistics are in various comm fields, and how thought leaders think diversity can be improved.
- Submit the following on [Sakai under assignments](#).
 - Google (Or use Loyola's library tools) a phrase like “best practices for diversity in x (whatever your field of study is).”
 - You will likely find results (articles, papers or studies) about thought leaders think we can best to increase diversity in your field of study.
 - Read the paper/study/article and paste the link in Sakai.
 - Write a one-sentence summary of what surprised you about what you read.

Week Nine: October 19 - 23 (Video and homework due by Friday at 5).

PERSONAL DEVELOPMENT PROJECT TWO DUE BY FRIDAY AT 5

Topic: Money, Money, Money

Required homework due by Friday at 5 p.m.:

- Watch [this short video](#) about salaries in various communication fields.
- Read this [PowerPoint under resources](#) about cost of living and researching salaries.
- By Friday at 5 p.m., submit the following [on Sakai under assignments](#).
 - Where do you want to live after graduation?
 - Using tools from the PowerPoint, how much, on average, does a one-bedroom apartment cost to live there?
 - Using the resources from the PowerPoint, what is the average salary for people, who have less than two years of experience, in your field in that city?

Week Ten: October 26 -30 (Video and homework due by Friday at 5).

Topic: Internships

Required homework due by Friday at 5 p.m.:

- What this [short video](#) from current and former Loyola alums about what they wish they'd known before getting internships.
- Register for an account at www.soccareers.com (note that your UVID won't work. You must register).
- By Friday at 5 p.m., submit the following on [Sakai under assignments](#).
 - Go to www.linkedin.com .
 - Find the job search tool.
 - Search for the term “content internships”
 - Read through a few descriptions.
 - Paste the link of an internship you like. In one sentence, tell me why that internship appeals to you.

Week 11: November 2 – November 6 (Video and homework due by Friday at 5).

Topic: How do I find a job I truly like?

Required homework due by Friday at 5 p.m.:

- What this [short video](#) from current and former Loyola alums about how they got jobs.
- Read this article about [networking during COVID-19](#).
- By Friday at 5 p.m., submit this on [Sakai under assignments](#).
 - Go to www.linkedin.com or a social media platform of your choice.
 - Find 3 people you'd like to network with professionally.
 - Send them a request to connect or follow them. They don't necessarily need to respond by Friday.
 - In bullet points, list the names of the 3 people you chose and their job titles.

Week 12: November 9 – 13 ((Video and homework due by Friday at 5).

Topic: Resumes and cover letters

Required homework due by Friday at 5 p.m.:

- Watch [this short video](#) about resumes and cover letters.
- Take a [short quiz](#) on Sakai under the Quizzes tool.

Week 13: November 16 – 20 (Video and homework due by Friday at 5).

Required homework due by Friday at 5 p.m.:

- Watch [this short video](#) about the benefits of having an online portfolio vs. only having LinkedIn.
- Explore these online portfolios from former Loyola SOC students:
 - <https://www.haileclifton.com/>
 - <https://www.noahjohnsen.com/>
 - <https://www.katrinlazara.com>
 - <https://justinemaem24.wixsite.com/justinemalidem>
 - <https://evamick15.wixsite.com/evamick>
- By Friday at 5 p.m., [on Sakai under assignments](#), tell me which alum's web site you like best, along with two sentences explaining why, i.e. what specific language, design elements or other features appeal to you?

Week 14: November 23 – November 27 (Video and homework due by Friday at 5).

Thanksgiving Break – No class

Week 15: November 30 – December 4

FINAL PERSONAL DEVELOPMENT PROJECT DUE BY FRIDAY AT 5

Watch the [final video](#). And use this week's time to turn in your final Personal Development Project and prepare for finals in other classes.

Be well! Stay in touch. We'll see each other face-to-face soon.