Stephen F. Austin State University Department of
Languages, Cultures and Communication
Communication Studies Program
Special Problems in Communication: Media and Soft Power
Com 495 Spring 2020

Instructor: Larry J. King, Ph.D.  
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Course Description: Independent investigation of a special topic or project by the student with advice, approval and supervision by an instructor.

Course Objectives:
The purpose of this project will be to work with Dr. King on an original research project examining the place of social and new media in crisis communication plans from major metropolitan areas in the United States. This information will then be summarized, and the results included in a paper intended for presentation at the International Crisis and Risk Communication Conference in March of 2021. Jaye C. will investigate current research on the inclusion of social and new media in crisis communication plans. She will summarize the current research in a literature review. She will also locate and download crisis communication plans from city websites, she will then review the plans for the inclusion of social and new media, and she will summarize these findings in a paper. She will provide all downloaded files along with the summary paper. All papers will be submitted in proper APA style.

Required textbooks:
None.

Program Learning Outcomes
Students majoring in Communication Studies will be able to demonstrate oral and written competence in logical and critical thinking.

Student Learning Outcomes
1. Students should be able to describe and evaluate how social and new media are used in crisis communication plans.
2. Students should be able to evaluate the extent to which social and new media are useful in crisis communication plans.
3. Students should be able to identify the value of social and new media in crisis situations.

Learning Assumptions and Expectations:
- Student shall meet at pre-determined times during the semester with instructor. Discussions will build from the included readings. It is necessary that you complete the readings before the assigned date. You will always be responsible for the content.
- I am committed to helping you to learn. Please ask questions and let me know how I can support you. However, also recognize that there is some
inherent ambiguity in education - there is no one right way to do most things! I may not always give you a concrete definitive answer to your questions.

Course Policies, and Procedures:
Participation
Late work will not be accepted with exceptions stemming from extraneous circumstances (documentation required) and/or prior notification based solely on the instructor's discretion.

D2L
You are responsible for accessing D2L at all times during the course.
Announcements will be regularly made through D2L and you need to check it to be aware of them. Not checking D2L and coming to class unprepared will be to your detriment including not earning grades for specific assignments.
Grades are not negotiable. Every student is graded by the same rubrics/criteria, so never ask me to raise a grade as it would create an issue of discrimination. Your ability to earn a grade ends with the end of the course.
No office hours during finals week.

Academic Integrity (A-9.1)
Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

Definition of Academic Dishonesty: Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp

Withheld Grades Semester Grades Policy (A-54)
Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.
Students with Disabilities
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/. Once this has been completed, please schedule an appointment with me so we can work out specifics about the accommodations needed.

Course requirements – Maximum Points 200
*All assignments are subject to revision, deletion, change as per the instructor’s discretion as and when needed.

Paper 1 – Due date 3/6 – 50
Paper 1 will be literature review of research concerning the inclusion of social and new media in crisis communication plans. Credible research on the place of social and new media in crisis communication plans should be cited in APA style within the paper and in a reference list. Paper should be 2-4 pages, double-spaced, 1-inch margins, and with no headers/footers.

Paper 2 – Due date 5/6 – 150
For paper 2 Jaye C. will locate and download crisis communication plans from the websites of large cities in the United States, she will then review the plans for the inclusion of social and new media, and she will summarize these findings in a 4-5 page paper, double-spaced, 1-inch margins, and with no headers/footers. All sources should be cited in APA style within the paper and in a reference list.