



**SCHOOL OF PROFESSIONAL COMMUNICATION**

**3<sup>RD</sup> FLOOR, ROGERS COMMUNICATIONS CENTRE  
PROCOM.RYERSON.CA**

**CMN 450  
PARTICIPATORY MEDIA AND COMMUNICATION**

## **1.0 Course Description**

Students will investigate theoretical and technological facets of participatory culture. Internet users have the ability to take part in digital conversations on topics ranging from entertainment to politics. Skills in the composition of text, image, and audio are developed through the production of digital media. These compositional and technical skills will develop strategies that move consumers of media to become media producers participating in digital dialogues. Students will also explore ethical aspects of participatory culture. **Lab: 1 hr Lecture: 2 hrs.**

## **2.0 Course Objectives/Learning Outcomes**

- Design, compose, and execute participatory communication
- Develop a critical understanding of participatory culture applied to both the production and reception of digital media
- Develop an understanding of what moves individuals from consumers of digital media to producers of, and participants in, digital dialogues

## **3.0 Topics Covered**

- 3.1 Participatory culture and identity
- 3.2 Crowd sourcing and cognitive surplus
- 3.3 The ethics of participation
- 3.4 Cultural, political and social movements
- 3.5 Composition and participation
  - 3.5.1 Introduction to digital rhetoric
  - 3.5.2 Linguistic and visual tropes
  - 3.5.3 Narrative theory
  - 3.5.4 Audience engagement
- 3.6 Technical production of audio and video for participation
  - 3.6.1 Basic video and audio production
  - 3.6.2 Developing a web-presence

- 3.6.3 Developing the means of participation
- 3.7 Gamification in social media
- 3.8 Analytics

All topics will be covered, but not necessarily in the order listed above.

## **4.0 Teaching Method**

### **4.1 Workshops**

In this workshop course, students have the opportunity to prepare assignments in class with the guidance and supervision of the instructor.

### **4.2 Graded Assignments**

Students will prepare at least one oral presentation and three participatory media assignments which may include written assignments, videos, podcasts, infographics, and blogs. Additional in-class work may be assigned.

The weighting of each assignment will be announced by the instructor.

## **5.0 Course Materials**

### **5.1 Course Readings**

Topicality and flexibility will be achieved by use of supplementary journal articles, web texts, and other material. The material will be made available in electronic form.

### **5.2 Additional Required Materials**

Students must provide personal headphones.

## **6.0 Course Policies**

**6.1** Students must adhere to university policies; see <http://www.ryerson.ca/senate/policies>. The most relevant policies are the following:

- Policy #46 Policy on Grading, Promotion, and Academic Standing ("GPA Policy")
- Policy #60 Academic Integrity
- Policy #61 Student Code of Non-Academic Conduct
- Policy #134 Undergraduate Academic Consideration and Appeals
- Policy #135 Examination Policy
- Policy #150 Accommodation of Student Religious, Aboriginal and Spiritual Observance
- Policy #157 Establishment and Use of Ryerson Student E-Mail Accounts For Official University Communication
- Policy #159 Academic Accommodation of Students with Disabilities
- Policy #166 Course Management Policy

## 6.2 Print and Digital Copying Guidelines

Ryerson University complies with Canada's [Copyright Act](#) which protects both creators/owners and users of copyrighted materials.

Students should familiarize themselves with [Ryerson's Copyright policies and procedures](#), and contact the Copyright and Scholarly Engagement Librarian at [copyrt@ryerson.ca](mailto:copyrt@ryerson.ca) for questions, concerns and clarification of the copyright rules.

## 6.3 Turnitin.com

Turnitin is a plagiarism prevention and detection service. This tool assists instructors in determining the similarity between a student's work and the work of other students who have submitted papers to the site, internet sources, and a wide range of journals and other publications. While it does not contain all possible sources, it gives instructors some assurance that students' work is their own. No decisions are made by the service; it generates an originality report which instructors use to judge whether something is plagiarized.

All assignments in this course may be subject to submission for textual similarity review to Turnitin.com. All submitted papers will be included as source documents in the Turnitin.com reference database used solely to detect plagiarism in assignments. **Students who do not want their work submitted to this plagiarism detection service must, by the end of the second week of class, consult with the instructor to make alternative arrangements.** Even if an instructor has not indicated that Turnitin will be used or a student has opted out of using Turnitin, if an instructor suspects that an assignment has been plagiarized, the instructor may submit that work in a non-identifying way to a plagiarism detection service.

## 6.4 Email Communication

Ryerson requires that any official or formal email communication from students be sent from their official Ryerson electronic accounts.

## 6.5 Video and Audio Recording

No video or audio recording is permitted in class without the express permission of the instructor.

## 7.0 Ryerson's Learning Management System

Ryerson University supports Brightspace by D2L as its official Learning Management System. University Policies governing Brightspace have been

documented at the [Courses @ Ryerson Privacy and Security website](#).