

Concept Map

Introduction to Electronic Media

Using <http://prezi.com/> each person will create concept maps, visual representations of the significance of information about the media industry identified in the text for Introduction to Electronic Media. Important questions will be answered with your concept map.

Concept mapping is a skill that is identified with using your “right brain,” to help make thinking visible and promote discussion. Showing information and the relations between them are important concepts achieved through this process. Learning about the information will be more complete than just studying for a test. A concept map will enable you to create your own project on various topics. There is also a team activity portion of the assignment that will allow new information and perspectives to be shared, discussed, and critiqued.

The concept map replaces tests and quizzes.

It is expected that you will be able to cover more information with this presentation than a test ever would because you will be able to produce something tangible; become more involved in the learning process and less dependent on the instructor. I will provide study guides but not to prepare for a test or quiz. The guides will provide starting points to discuss information found in your book and to eventually answer questions that will help you to determine what topics to cover with the concept map.



This is a semester-long activity that will include a grade evaluation for each of the three concept maps you create. Each evaluation will be 100 points. You will be expected to perform tasks and produce work on deadline for each evaluation. A rubric will be provided to evaluate the quality of your concept map.

To get started go to <http://prezi.com/pricing/edu/> and create a free student account. **You must use an educational email address to sign up; use your camdencc.edu account!** Check out the tutorials and learn how to use the tools to create a visual presentation. The concept maps you create must use numerous frames with images and video to portray and discuss topics for a complete and accurate answer to the definition of the topic or concept and answer the appropriate question.

You can use Prezi.com from any internet-connected computer which meets the following requirements: Adobe Flash Player 10 or higher installed, minimum 1GB memory, a scroll mouse or touchpad. Use the Google Chrome browser for best results.

Before you create the concept map using Prezi, work starts with the selection of three topics and answering each with a question from the study guide. All the information is posted to your team forum in Canvas.

Forum Post (Canvas Discussion)

Each person is required to post their preliminary answers to a team site in Canvas in advance of the deadline for the classroom discussion. **Deadlines must be met for a successful team discussion.** Your student account has been activated and you must log in to Canvas to begin your work.

First, one of your three topics will be assigned to you, the other two topics you get to choose but you must follow the rules outlined in the study guide. Also, please note that if you are repeating this class you cannot choose the same topics answered in the previous class. Selection of the topics must be coordinated with your team members to avoid duplication.

Frist, state each topic (two of the three you get to select) in your discussion forum post.

There is no need to give the definition in the forum post. It is critical that you read the text about the topic you are researching. Don't just read the definition, read about the topic to understand it.

Second, choose the question or statement, (see chapter study guide), to go along with each topic. Restate the question or statement that is appropriate with each topic in your forum post. Give this careful thought before choosing the question.

The third item to include in your forum post is a specific example to answer the question or statement. The specific example needs to be identified by text (an explanation) that is connected to source material and link(s). You are responsible to make sure all links are from reliable sources and have accurate information. Make sure all links to the discussion forum will open up for viewing rather than having to copy and paste. Use "sources" in Canvas and my Weebly site <http://professorjacobs.weebly.com/> to find specific examples. The more high quality materials presented the higher the grade.

The three parts to the forum discussion are submitted by the appropriate deadline. Go to the Canvas module of "instructions & due dates" to determine when each forum discussion post is due. The "due dates" has deadline information for all your work in Canvas.

Grading Criteria for the Discussion Forum Post

1. Identify three (3) topics suitable for the concept map.
2. Identify the question or statement for each topic.
3. Present specific examples to answer the question(s).



Team Forum

After you post to the discussion team forum in Canvas review the posts from other team members. Your review is so that when your team meets in class you will be prepared to discuss ideas and offer suggestions to others. The team discussion will help each person identify and coordinate those ideas so the team activity is successful. Team members must also coordinate their presentation with others to avoid duplication. The team discussions are important because feedback is critical before each student moves on to complete their own Prezi (concept map).

The essential task for the team is for each person to come prepared with information so that there will be discussion during a classroom session to resolve problems, coordinate team activity and answer the why (analysis), how (synthesis), and which or how good is this (evaluation) questions associated with your work that will eventually appear in the concept map.

The information from the classroom team meeting must be written down and posted to the discussion team forum in Canvas. Instructions on how to do that is next.

Team Meeting Minutes

A team leader (a rotating position in each group) will be given the task to write down (record) ideas during the team discussion. Work as the team leader is equal to one class participation assignment. This information must be posted to your team forum within 24 hours of the classroom session.

Team leader (note taker)....please follow the list of items to take effective notes for your group.

The source for the following information is found here http://www.ehow.com/how_5219376_effective-meeting-notes.html



(You are reading an edit to the original source of 7 items.)

- 1** Start off your meeting minutes at the top by writing the name of the meeting, date and time that it was held.
- 2** List the invited attendees that are present by their name, along with those invited but not present.
- 3** Create a subsection for each agenda item and take notes as the discussion relates to that topic. Write down key discussion topics and indicate the person's name with any key points made.

4 After discussion on the topic, write down any agreed-upon next steps or decisions made surrounding that agenda item to include recommended actions by whom, date due, responsible persons for implementation, etc. This is the most critical part of the minute taking process since any action plans from the meeting will be derived from this section.

5 For any issues or discussion points raised but not resolved, add them to a separate section of your minute pages labeled "Unresolved Issues." These "issues" are the comments I make to each person's forum post. Include brief but precise statements in the meeting minutes.

6 Finally, make sure all invited attendees whether present or not receive a copy of the minutes. The team leader is required to post the minutes to the team forum within 24 hours of the end of class. If something is inaccurate or someone was misquoted, it can be corrected while it's fresh on each attendee's mind.

Once work to the Canvas discussion forum is complete, discussions have been held and meeting minutes posted, now create your concept map.

Grading Criteria for the Concept Map

Each concept map you create must be successfully posted to Canvas by the deadline and use a **variety** of the Prezi tools available which include but is not limited to text, links to source material, images, video, (a few minutes in length are ideal), audio, etc.

Outstanding reports will demonstrate your ability to give a comprehensive and accurate discussion of each topic. This means providing the specific example, the one you discussed in your forum post.

Mastery of software that shows your ability to create an inspired and successful concept map is important. Attention to spelling, grammar, punctuation, etc. is also evaluated.



Concept Map

Using the software provided by Prezi construct the concept map with three different parts. Your finished concept map must be posted as a new entry to your discussion team forum. It is required to: 1) label your concept map in Prezi, 2) identify each of the three topics for your introductory label to the presentation.

After you label your presentation construct the different parts to the map. There are parts to identify and give the definition of the topic (restate it and source your class text), followed by identification of the appropriate question or statement (restate the question or statement) and then the matching specific example (the images, video(s), links to articles and text for a brief explanation). Attribution of sources is required. When you use information from the text, images, or video you are required to identify the source of the information, this includes the textbook for class. With the text identify the book title, edition and the authors.

Post all of this information to the Canvas discussion forum by the appropriate deadline. Deadlines for posting to Canvas are found in the Canvas module labeled "instructions & due dates".

For example: State the topic, “digital divide”, define it and give credit to your class text (book title, authors, page number(s)), include an image and/or video with one slide in Prezi.



State the question or statement, “Understand how __ (the digital divide) __ impacts media consumers” and a video or image(s) with another slide.

Provide a specific example that answers the question or statement and include a video and/or images with additional slides in Prezi.

Use a separate slide at the end of the Prezi to list all links to your images.

Images

Here is a link that provides various sites you can visit to obtain free images and images that meet copyright guidelines that permit your non-commercial (educational) use.

<http://theedublogger.com/2014/07/09/the-ultimate-directory-of-free-image-sources/>

A module in Canvas for class has additional links to free images and videos.

Grading Criteria for Concept Map

Each concept map is 100 points. There are six criteria used to grade concept maps.

Rough Draft/Topic Selection and Answer: (30 points). It is the criteria used to evaluate your “forum post”, the first draft that is completed for the assignment. An outstanding “topic selection” identifies creative, focused, and manageable topics that address potentially significant explored aspects. You just need to supply the text, and appropriate and working links to sources that provide a specific example (answers the question). Do not provide images with the rough draft. Do not provide the definition of the key term with the rough draft.

Explanation of Issues: (20 points). An outstanding “explanation of issues” is when facts give a comprehensive discussion of topics in the concept map.

Integrated Communications: (20 points). Outstanding work shows that you know how to use a variety of tools available to demonstrate mastery of software.

Evidence (sources): (20 points). Demonstrate the skillful use of high-quality, credible and relevant sources to develop ideas that are appropriate for the topics to earn an outstanding grade.

Readability: (10 points). Outstanding work uses appropriate, relevant, and compelling content to illustrate mastery of the subject.

Spelling, grammar, punctuation, etc. are also evaluated. No points are assigned to the criteria but there is a 1/2 point deduction for each error. Proofread your work.

Comments

Here is a sample of my comments posted to Canvas.

First, are my comments to the forum post (grading of the “topic selection”). Information underlined is the topic submitted by the student:

Copyright - appropriate question - specific example to answer question and article helps define.

Potter's Box - appropriate question - accurate and will count as a specific example but partially work out use of the Potter's Box with the scenario rather than just identify it as something you use for the Network example.

regionalization - appropriate question - specific example but also needs mention of the specific impact; it is not enough to indicate it has spread all over the world - what is a method to measure the "impact on media industry"?, usually that is sales, profit, ratings, etc.

Here is a sample of what my comments look like when grading the concept map with the definition and answer evaluated separately:

(for the definition) copyright – text (defined, cited) images (accurate) video (none) link (none) readable (software use good) spelling (one error)
(for the answer) text (accurate, specific example) images (specific examples) video (specific example, plays automatically) link/web site (specific example) readable (satisfactory)

Remember, copy the URL from your concept map in Prezi and paste in your team Canvas discussion forum! Make sure the Prezi link is “public” (shared setting) and working so I can grade it! Do not edit the Prezi after the assignment deadline.

Grading – other details

Picking a topic for the forum post that has already been assigned to or chosen by another student will result in -5 points.

* Everyone gets an assigned topic that no one else in the class can pick. No one can duplicate a topic already chosen by someone in your team.

**If no more than one day late forum post or concept map, -5.
If more than 2 days late, - 10.**

* Please realize that if I cannot access or open the link to grade your Prezi it will be considered late. Be careful to check if the link is working after you post to Canvas. Team members might want to help confirm the links are working!

* I reserve the right to limit the number of times your Prezi can be late and I reserve the right to increase the penalty for habitual offenders.

If the link to your Prezi has to be copied and pasted for viewing, deduct -2.5 points.

* For ease of grading, the link to your Prezi must work without having to copy and paste it into another browser.

Team Follow Up

We will dedicate class time to discuss how information you researched to create your maps helps your “company” succeed!

Your “company” is the “company” assigned to your team in Canvas. It will be one of the following; Viacom/CBS, iHeart Media, News Corporation, Hearst, Comcast, or Disney.

Before class meets visit the Columbia Journalism Review web site, www.cjr.org find the “Who Owns What” link.

Review the media properties “your” “company” owns. Your “company” is the team you have been assigned to on Canvas.

Your purpose is to understand the media empire of the company you have been assigned so that you can begin to comprehend all the media properties the company owns to make a profit.

Viacom/CBS, iHeart Media, News Corporation, Hearst, Comcast, or Disney.

Think about how the company runs the various media properties. What companies does the media company own? Do they have subscribers? What technologies are used by the companies? What do consumers (you and me) get out of using these companies? How do the companies make money from consumers? How can they make additional monies from consumers? How do they make a profit? Go to cjr.org to the link for “who owns what”. You research your company to prepare for the discussion.

Next, review your forum post. Take notes from your review to determine how information presented in the concept map, the map you created, is important to run the company.

Find a specific example from the map to answer the question:

Why is _____ (specific example) important to run your (Viacom/CBS, iHeart Media, News Corporation, Hearst, Comcast, or Disney) successful media company?

Come prepared to share your findings with the team leader. One idea will be chosen for the class discussion from each team.

During a discussion in class the team leader must share how the specific example is important to help run a successful media __ (your company)_ company.



A general outline of what a concept map in Prezi will look like.

You don't have to use circles; the template you choose from Prezi can vary.

