

Syllabus for
CHRM 431—Media and Technology in Ministry
3 Credit Hours
Spring 2013

I. COURSE DESCRIPTION

A broad study of the various types of mass communication media and technology and their practical use in evangelism and local church ministry. Provides the student with a set of contemporary media technology skills compatible with post-modern Christianity.
Prerequisites: Sophomore standing or above.

II. COURSE GOAL

This course will enable the student to learn and use contemporary media technology skills compatible with post-modern Christianity.

III. STUDENT LEARNING OUTCOMES FOR THIS COURSE

A. Terminal Objectives

As a result of successfully completing this course, the student will be able to do the following:

1. Summarize the way the major mass media systems operate in the U.S.A.: radio, TV, print, film, and internet.
2. Identify some fundamental differences between private noncommercial, private commercial, government commercial, and government noncommercial operations of mass media systems.
3. Work with the media to identify each category of Jesus' teaching and preaching of the gospel of the kingdom as cited in the four Gospels.
4. Summarize the main ways the mass media have been used for evangelism in the last quarter century.
5. Teach biblical lessons with multimedia tools.
6. Demonstrate a moderate level of ability to use technology in ministry.

B. Unit Objectives

As a result of successfully completing this unit, the student will be able to do the following:

1. Critically evaluate in writing various mass media ministries based upon the level of actual Gospel content.
2. Present a speech using multimedia tools to teach a biblical lesson.
3. Participate in a team to create a presentation designed to market a fictitious media group using powerpoint and website design.

IV. TEXTBOOKS AND OTHER LEARNING RESOURCES

A. Required Materials

1. Textbooks

Hipps, Shane. *The Hidden Power of the Electronic Culture: How Media Shapes Faith, the Gospel, and Church*. Grand Rapids, MI: Zondervan, 2005. (ISBN 0310262747)

Kimball, Dan. *They Like Jesus but Not the Church*. Grand Rapids, MI: Zondervan, 2007. (ISBN 0310245907)

Lynda.com student membership (details will be discussed in class)

Romanowski, William D. *Eyes Wide Open: Looking for God in Popular Culture*. Grand Rapids, MI: Brazos Press, April, 2001. (ISBN: 1587430096)

Wilson, Len and Jason Moore. *The Wired Church 2.0*. Nashville, TN: Abingdon Press, 2008. (ISBN 068768998)

2. Other: None

B. Optional Materials

1. Textbooks:

Lamp, Jeffrey S. *Writing Style Manual for the Theology Department*. ORU Bookstore, 2011.

2. Other: None

V. POLICIES AND PROCEDURES

A. University Policies and Procedures

1. Attendance at each class or laboratory is mandatory at Oral Roberts University. Excessive absences can reduce a student's grade or deny credit for the course.
2. Students taking a late exam because of an unauthorized absence are charged a late exam fee.
3. Students and faculty at Oral Roberts University must adhere to all laws addressing the ethical use of others' materials, whether it is in the form of print, electronic, video, multimedia, or computer software. Plagiarism and other forms of cheating involve both lying and stealing and are violations of ORU's Honor Code: "I will not cheat or plagiarize; I will do my own academic work and will not inappropriately collaborate with other students on assignments." Plagiarism is usually defined as copying someone else's ideas, words, or sentence structure and submitting them as one's own. Other forms of academic dishonesty include (but are not limited to) the following:
 - a. Submitting another's work as one's own or colluding with someone else and submitting that work as though it were his or hers;
 - b. Failing to meet group assignment or project requirements while claiming to have done so;
 - c. Failing to cite sources used in a paper;
 - d. Creating results for experiments, observations, interviews, or projects that were not done;

- e. Receiving or giving unauthorized help on assignments.
By submitting an assignment in any form, the student gives permission for the assignment to be checked for plagiarism, either by submitting the work for electronic verification or by other means. Penalties for any of the above infractions may result in disciplinary action including failing the assignment or failing the course or expulsion from the University, as determined by department and University guidelines.
 - 4. Final Exams cannot be given before their scheduled times. Students need to check the final exam schedule before planning return flights or other events at the end of the semester.
 - 5. Students are to be in compliance with University, school, and departmental policies regarding Whole Person Assessment requirements. Students should consult the Whole Person Assessment handbooks for requirements regarding general education and the students' majors.
 - a. The penalty for not submitting electronically or for incorrectly submitting a WPA artifact is a zero for that assignment.
 - b. By submitting an assignment, the student gives permission for the assignment to be assessed electronically.
- B. Departmental Policies and Procedures
- 1. Completion of a Course
 - a. All assignments are due on the dates established in the course calendar, which is published in the syllabus or assigned in class. **Any assignments turned in after the scheduled due date will be penalized five percent (5%) of the original value per day including weekends, breaks, and holidays.** All work turned in two weeks after the assignment deadline will be received but will be granted a grade of zero for that assignment.
All style and format expectations are at the discretion of the course professor. Please review the *Writing Style Manual for the Theology Department* by Jeffrey Lamp.
 - b. **No work** is accepted after the final date of regular classes.
 - 2. Incompletes
 - a. An incomplete is given only after the student establishes with the instructor and the department chair by written petition that his or her work is incomplete for good cause (i.e., lengthy illness, death in the family). **Incompletes are rarely granted.** Only those absences that are incurred within the time period of the extenuating circumstances prompting an incomplete will be excused. The student is still accountable for any other absences and will be penalized for them according to the attendance policy.
 - b. A Petition for Incomplete Grade with all supporting documentation must be submitted for approval at least one week prior to the end of normal classes. The submitting of a petition does not automatically ensure the granting of an incomplete. The appropriate academic committee of the Undergraduate Theology Department must approve the petition.
 - c. A Petition for Policy Exception may generate a \$20 processing fee.
 - 3. Examinations and Other Assignments
 - a. Early examinations are **not** allowed.
 - b. Late examinations are administered only when extenuating circumstances are present (such as a death in the family the week before exams, sudden and major illness the week of exams that is documented by a physician). In fairness to all students, some persons should not have

more time to prepare for an examination than others. **The granting of a late examination request is rare.**

- c. A Petition for Late Examination without penalty must be signed by the professor and the chair. Proper documentation must accompany the petition and must be submitted to the Undergraduate Theology Department. The student must schedule the makeup exam with the professor of the course. The exam must be taken no later than five (5) calendar days after the approval of the petition. **Grade penalties may be applied as indicated by the Academic Affairs Committee.**
- d. **All exams will be given as scheduled. It is the student's responsibility when purchasing airline tickets, for example, to take this schedule into consideration. Not being present for the final examination automatically results in failure of the course.**
- e. These requirements apply to all quizzes, tests, and examinations administered by the Undergraduate Theology Department.

4. Attendance

- a. The Official Attendance Policy for the Undergraduate Theology Department is as follows for the three semester hour class:
 - 1. If the class meets three times a week, the missing of 6 class sessions will result in a grade reduction of one letter grade. Missing 8 class sessions will result in a grade reduction of two letter grades. Missing 12 class sessions will automatically result in a grade of "F."
 - 2. If a class meets twice a week, the missing of 4 class sessions will result in a grade reduction of one letter grade. Missing 6 class sessions will result in a grade reduction of two letter grades. Missing 8 sessions will automatically result in a grade of "F."
 - 3. If the class meets once a week, then missing 3 class sessions will result in a grade reduction of one letter grade. Missing 4 class sessions will result in a grade reduction of two letter grades. Missing 5 class sessions will automatically result in a grade of "F."
- b. **The absences allowed prior to grade reduction are designed to allow for emergencies and illnesses, for example, and are not designed for indiscriminate use.** Many students incorrectly assume that they may use these allowable absences as unexcused "cuts" from class. Any illnesses, emergencies, and trips are included in exempt. Administrative excuses are granted only when a student is on official University business and has received approval in advance from the University administration. Students are expected to be prompt for classes. **Two tardies will equal one absence.**

C. Course Policies and Procedures

- 1. Evaluation Procedures
 - a. Completion of the course.
 - b. All assignments are due on the dates established in the course calendar, which is published in the syllabus or assigned in class. Any assignments turned in after the scheduled due date will be penalized five percent (5%) of the original value per day including weekends, breaks, and holidays. All work turned in two weeks after the assignment deadline will be received but will be granted a grade of zero for that assignment.
 - c. NO WORK is accepted after the final date of regular classes.
 - d. Intro Assignment (0%)
Students will download a copy of the class syllabus and review it as well as

the syllabus addendum. After careful review, please fill out this worksheet and turn it in. This assignment is not for credit. However, if a student's grade is "border line," the timely completion of this assignment will be considered helpful.

- e. Unit Exams (7.5% each x 2 = 15%)
Tech Interviews (10%)
Working in pairs, students will interview people who are responsible for the media and technology in the local church. Students will explore what kinds of technology is used, what role technology plays in the church's philosophy of ministry, how volunteers are recruited/ utilized and much more.
- f. Un/Plugged In (10%)
Students will complete a thorough chart of media consumption and usage over a 5 day period of time. Media form, purpose, content, time engaged, and other dynamics will be noted. Students will then spend a second 5 day period "unplugged" from media for the purposes of comparing and contrasting the differences in their lives. A 3 page reflection paper plus the media consumption chart will be turned in for credit.
- g. Reading Reflection & Interaction (15%): DUE Ongoing in class
Students will complete assigned reading and participate in a variety of activities (quizzes, discussion, case studies, etc.) in class based on the reading material.
- h. Media and Technology Lab Work (15%): Students will complete several projects utilizing different foundational media programs. The goal is to demonstrate a mastery of certain skills in both the program and in the design of each piece.
- i. Team Project and Presentation (25 % total): DUE Ongoing...see below
Working in groups, students will research and prepare a multimedia presentation and ancillary materials concerning an assigned justice issue. The group's presentation "learn and do" portfolio will include the following:
 - 1) Unit plan and implementation guide (5%) **THIS MUST BE PRE-APPROVED BY THE PROFESSOR!**
 - 2) 45 seconds -1 minute, multimedia "commercial" of your justice issue unit for use within the local church (5%)
 - 3) Ancillary print material including a newsletter/ brochure for the unit, a student support tool, and a leader support resource (10%)
 - 4) A 22-25 minute, multimedia presentation of the group's justice issue covering relevant information/ issues related to the topic, compelling opportunities for change, and an inspirational invitation to action. (15%)
 - 5) A creative and well thought out take-away item for those who experience the unit presentation that serves as a reminder of what they have learned (extra credit opportunity due at time of presentation)
 - 6) An effective social media campaign that works strategically with your justice issue project.

j. Course Grade

Intro Assignment	0%
2 Unit Exams (7.5% each)	15%

Un/Plugged In	10%
Reading Reflection and Interaction	15%
Media & Technology Lab Work	15%
Team Project and Presentation	25%
Tech Interviews	10%

2. Whole Person Assessment Requirements: None

VI. COURSE CALENDAR

<i>WEEK</i>	
1	Course Introduction
2	Getting Started
3	Copyright and Fair Use / Print Media (letters, bulk mailing, newsletters, brochures, tracts)
4	Locating Resources / Print Media (graphic layout, books)
5	Creating Multimedia Presentations / The Media Kit
6	Creating Multimedia Presentations / Verbal Media (seminars, revivals)
7	Creating Student Publications / Music Media
8	Creating Support Materials / Electronic Media (tape ministry, video, powerpoint, slide, film, movie)
9	Creating Websites / Radio & Television
	SPRING BREAK
10	Creating Websites / Marketing Ministry
11	Creating Ministry Support Materials / Creativity in Ministry
12	Developing Plans for Implementation
13	Putting E-Portfolios Together
14	Team Presentations – FINAL
15	Team Presentations – FINAL

**Course Inventory for ORU's Student Learning Outcomes
 CHR431 – Media & Technology in Ministry Spring
 2012**

This course contributes to the ORU student learning outcomes as indicated below:

Significant Contribution – Addresses the outcome directly and includes targeted assessment.

Moderate Contribution – Addresses the outcome directly or indirectly and includes some assessment.

Minimal Contribution – Addresses the outcome indirectly and includes little or no assessment.

No Contribution – Does not address the outcome.

The Student Learning Glossary at <http://ir.oru.edu/doc/glossary.pdf> defines each outcome and each of the proficiencies/capacities.

OUTCOMES & Proficiencies/Capacities		Significant Contribution	Moderate Contribution	Minimal Contribution	No Contribution
1	Outcome #1 – Spiritually Alive Proficiencies/Capacities				
1A	Biblical knowledge			X	
1B	Sensitivity to the Holy Spirit			X	
1C	Evangelistic capability		X		
1D	Ethical behavior		X		
2	Outcome #2 – Intellectually Alert Proficiencies/Capacities				
2A	Evangelistic capability		X		
2B	Ethical behavior		X		
2C	Global & historical perspectives	X			
2D	Aesthetic appreciation	X			
2E	Intellectual creativity	X			
3	Outcome #3 – Physically Disciplined Proficiencies/Capacities				
3A	Healthy lifestyle				X
3B	Physically disciplined lifestyle				X
4	Outcome #4 – Socially Adept Proficiencies/Capacities				
4A	Communication skills	X			
4B	Interpersonal skills	X			
4C	Appreciation of cultural & linguistic differences	X			
4D	Responsible citizenship	X			
4E	Leadership capacity	X			