NCA’s Monthly Teleconference Series
CARD Calls: Communicating About Research and Professional Development

Technology and the Discipline

**Featured Speakers:**
Dr. Deanna P. Dannels, Associate Professor, Department of Communication, North Carolina State University; and
Dr. Christina G. Yoshimura, Assistant Professor, Department of Communication Studies, University of Montana.

**Moderator:**
Dan Fogarty, Coordinator of Research and Educational Initiatives
National Communication Association

Friday March 18, 2011
3:00pm Eastern time
Technology and the Discipline

Dr. Deanna P. Dannels, Associate Professor, Department of Communication, North Carolina State University

Dr. Deanna P. Dannels
Associate Professor, Department of Communication
North Carolina State University
Technology and the Discipline
Dr. Deanna P. Dannels

✓ “A Vision of Students Today”
✓ What is our role in supporting digital literacy as we teach communication courses?
✓ What are some possibilities for supporting digital literacy?
✓ What challenges emerge if we take digital literacy seriously as communication teachers?
A Vision of Students Today

Created by M.Wesch and 200 students at Kansas State University

http://www.youtube.com/watch?v=dGCJ46vyR9o
Growing Up Digital (Tapscott, 1999),
Digital Natives, Digital Immigrants (Prensky, 2001)
Educating the Net Generation (Oblinger & Oblinger, 2005)
Born Digital (Palfrey & Gasser, 2008)
Digital Literacy

What is our role?
Some possibilities…

<table>
<thead>
<tr>
<th>Literacy Type</th>
<th>Computers as</th>
<th>Students as</th>
</tr>
</thead>
<tbody>
<tr>
<td>functional literacy</td>
<td>tools</td>
<td>users of technology</td>
</tr>
<tr>
<td>critical literacy</td>
<td>cultural artifacts</td>
<td>questioners of technology</td>
</tr>
<tr>
<td>rhetorical literacy</td>
<td>hypertextual media</td>
<td>producers of technology</td>
</tr>
</tbody>
</table>

Selber, 2004
Yeah, but…

If we are to take seriously a commitment to digital literacy, how can we best understand the ways in which students process, integrate, and learn with technology?

Student Learning
If interaction for those “born digital” invokes social networks, should we reconceptualize collaboration?

Classroom Relationships

Yeah, but...
What does it mean to teach creativity and critical thinking in the context of digital contexts committed to remixing of identities and content?

Classroom Processes
Taking the Helm
Technology and the Discipline

Dr. Christina G. Yoshimura, Assistant Professor, Department of Communication Studies, University of Montana

Dr. Christina G. Yoshimura
Associate Professor, Department of Communication
University of Montana
ONLINE LEARNING AND CLASSROOM TECHNOLOGY

Dr. Christina G. Yoshimura, University of Montana
ONLINE EDUCATION

- **Shape your environment**
  - Set expectations early and very clearly
  - Establish your own availability and accountability

- **Understand your online students**
  - Evolution from overcoming distance to overcoming time
  - Don’t force synchronous communication
  - Consider course deadlines carefully

- **Don’t get too comfortable**
  - Change in online platforms
  - Export, archive, save!
TECHNOLOGY IN THE CLASSROOM

• “humankind’s modification of its biological and physical surroundings.” Tenner, 1996
  • Technological domestication

• **Student Response Systems**
  • Turning Point
    • http://www.turningtechnologies.com/
  • Grading
  • Student-guided responses
  • Cost
TECHNOLOGY IN THE CLASSROOM

• **Visual/audio aids in class**
  • Line between engagement and entertainment
  • Relevance and analyzability
  • Integration in course presentation
    • Zamzar

• **Copyright**
  • [http://classguides.lib.uconn.edu/mediaresources](http://classguides.lib.uconn.edu/mediaresources)
  • Difference between use in face-to-face and online courses
To register for one or more of the teleconferences, please fill out this form and return it to Dan Fogarty via email dfogarty@natcom.org or fax (202) 464-4600. Please note that the registration deadline for each teleconference is 72 hours prior to the start of the teleconference. However, there will be a registration limit of 100 phone lines (more than one person can be participating from a single phone line), so please register for the teleconferences that interest you as soon as possible to ensure that you get spots. You will receive a registration confirmation email within 48 hours of submitting this form. Slides for the presentation and dial-in information will be sent to all registered teleconference participants 48 hours before the teleconference.

Name: 
Affiliation: 
Email Address: 
Phone Number: 

Registration for: (please X all teleconferences for which you would like to be registered)

- **Advocacy: The Role of Communication in Innovation**  
  John Daly, Professor, Department of Communication Studies, University of Texas, Austin & NCA Distinguished Scholar  
  April 12, 2011—1:00pm Eastern

- **The Post Ph.D. Job Search**  
  William Elwood, Scientific Review Officer, Community-Level Health Promotion Study Section, Center for Scientific Review, National Institutes of Health; Robert Leonard, Associate Professor, Department of Communication, Sinclair Community College; and Don Stacks, Professor, School of Communication, University of Miami  
  Thursday, May 12, 2011—1:00pm Eastern

If you have any questions about the teleconference series, please contact Dan Fogarty at dfogarty@natcom.org (202) 534-1111.
March 18, 2011 Conference Call: Dial-In Information

- Dial the Access Number: **1.800.920.7487**
- When prompted, enter the Participant Code followed by #
- Your Participant Code is **66623635#**

**Participant Star Commands**

- ***4**- Volume: Pressing *4 will increase/decrease the volume

- **Q &A Session**: Participants press *1 to ask a question, and the moderator will take your questions in the order that they arrive

- For technical assistance during the teleconference, contact Customer Service at **1.800.989.9239**