

Course ID:	Course Title:	Spring 2017
ED 645-1	Effective Ministry in a Social Media World	Prerequisite:
		Credits: 3

MODULE FORMAT CLASS

Class Information		Instructor Information		Important Dates	
Days:	Monday to Friday	Instructor:	Rev. Dr. Bryce Ashlin-Mayo, BTh, MDiv, DMin	First day of classes:	Mon., May 15, 2017
Time:	9 AM to 4 PM	Email:	Bryce.Ashlin-Mayo@ambrose.edu or bryce@westlifechurch.ca	Last day to add/drop, or change to audit:	End of the first day
Room:	TBA	Phone:	403-701-0983	Last day to request revised exam:	n/a
Lab/Tutorial:	N/A	Office:	403-242-3431	Last day to withdraw from course:	1 pm on the 4 th day of classes
		Office Hours:	Tuesday through Friday	Last day to apply for coursework extension:	June 15, 2017
Final Exam:	N/A			Last day of classes:	Fri., May 15, 2017

Course Description

A critical reflection on the effectual nature of social media with particular attention to how it impacts and, potentially, alters ministry approaches and paradigms. This course will not only examine how social media is profoundly changing culture and the world in which we live but explore how the Church can effectively engage this new medium and its implications for the advancement of God's kingdom and mission.

Expected Learning Outcomes

Upon successful completion of the course, the students will be able to:

- Understand Marshall McLuhan's philosophy of media and message and Walter Ong's philosophy of secondary orality.
- Understand the implications, effects and shifts social media has caused in the cultural landscape and by extension, ministry and the Church.
- Reflect theologically and critically on social media and its methodological impacts and possibilities.

Design, evaluate, alter, and implement ministry strategies for a social media world with critical awareness of its impact, opportunities and potential dangers.

Textbooks

- Logan, Robert K. *Understanding New Media: Extending Marshall McLuhan*. New York: Peter Lang, 2010.
- Two of the following:
 - Detweiler, Craig. *iGods: How Technology Shapes our Spiritual and Social Lives*. Grand Rapids: Brazos, 2013.
 - Hipps, Shane. *Flickering Pixels: How Technology Shapes Your Faith*. Grand Rapids: Zondervan, 2009.
 - Schuurman, Derek C. *Shaping a Digital World: faith, Culture and Computer Technology*. Downer Grove: InterVarsity, 2013.
 - Sweet, Leonard. *Viral: How Social Networking Is Poised to Ignite Revival*. Colorado Springs: Waterbrook Press, 2012.
 - Wise, Justin. *The Social Media Church: A Theology of Digital Communication*. Chicago: Moody, 2014.

Course Schedule

Day	Class Topic	Assignment(s) Due
Monday May 15, 2017	Personal Introductions Course Introduction A Basic Theology of Technology Introduction to Media Ecology Exploring Voices: Marshall McLuhan	
Tuesday, May 16, 2017	Exploring Voices: Walter Ong Moving from Literary Culture to Secondary Orality/Digital Culture Introducing the Five Shifts of Social Media Shift 1 - Shift from Positional Authority to Shared Shift 2 – Shift from Performance to Participation Shift 3 – Shift from Proposition to Metaphor, Narrative and Image Shift 4 – Shift from Monologue to Dialogue	
Wednesday, May 17, 2017	Shift 5 – Shift from Individual to Tribal Chapel & Community Lunch Implications for Teaching and Preaching Implications for Worship	Presentation Topic Choice Due
Thursday, May 18, 2017	Implications for Discipleship Implications for Evangelism Implications for Missions Implications for Pastoral Care	
Friday, May 19, 2017	Implications for Governance Presentations	Presentation Due
June 30, 2017		Book Reviews Due
July 31, 2017		Final Project Due

Requirements:

Class Participation

- You will receive full marks if you are present and actively participate in class discussions.

Class Presentation

- Prepare and present a ten-minute presentation on a new form of social media or media technology and its potential implications on society and ministry with three opportunities and three dangers. The student is encouraged to use props, media, etc. to enhance (not replace) their ten-minute presentation. More information and clarification will be given in class.
- **Presentation Proposal Due:** Wednesday morning of class. Proposal will consist of a one-paragraph description of the media or technology that will be presented and describe why it is of interest to the student.
- **Presentation Due:** Friday morning of class.

Book Reviews

- Write a three-page book review for each of the books read. The reviews should not simply be a summary of the content but also demonstrate your knowledge of the book through your interactions, agreements and disagreements with its content.
- **Due:** June 30, 2017. This assignment should be emailed to the professor on or before the due date.

Final Project

- A twenty-page research, reflection and application paper that academically examines the changes of Social Media and then critically reflects on implications and impact it is/will have on a specific facet of the student's present/future ministry. The project will examine Social Media and then make specific applications to the potential opportunities and dangers it poses to their specific ministry track.
- The format of the research and reflection paper should be organized into two parts. The first half should be an academic exploration of Social Media and its implications and impact on society and culture. The second half should be a practical reflection on how it will impact the student's current/future ministry track with specific attention given to the opportunities and dangers it poses.
- The student should have an average of two to three footnotes per page and one to two sources per page in the bibliography. Please note that research materials should be all peer-reviewed. Website should only be used for description and anecdotal purposes and not included in the one to two sources per page.
- **Due:** July 31, 1016. This assignment should be emailed to the professor on or before the due date.

Attendance:

Attendance is vital to the integrity of the course. Consequently, attendance is mandatory unless excused by the professor.

Grade Summary:

Assignment are weighted as follows:

Class Participation	10%
Book Reviews	25%
Presentation	25%
Final Project	40%

The available letters for course grades are as follows:

<u>Letter Grade</u>	<u>Description</u>
A+	
A	Excellent
A-	
B+	
B	Good
B-	
C+	
C	Satisfactory
C-	
D+	
D	Minimal Pass
F	Failure

Percentage and Letter Grade equivalency are as follows:

<u>Letter Grade</u>	<u>Percentage</u>
A+	98% - 100%
A	94% - 97%
A-	90% - 93%
B+	85% - 89%
B	80% - 84%
B-	75% - 79%
C+	70% - 74%
C	65% - 69%
C-	60% - 64%
D+	55% - 59%
D	50% - 54%
F	0% - 49%

Because of the nature of the Alpha 4.00 system, there can be no uniform College-wide conversion scale. The relationship between raw scores (e.g. percentages) and the resultant letter grade will depend on the nature of the course and the instructor's assessment of the level of each class, compared to similar classes taught previously.

Please note that final grades will be available on student registration system. Printed grade sheets are not mailed out.

Other:

All Assignments should be emailed to the professor on or before the due date. To assure submission, email assignments to both email addresses provided. If an extension is needed, please contact the instructor in advance. Extensions will only be granted in serious situations outside of the students control. Late assignments without pre-approved extensions will lose 10% per day late. Once assignments are seven days late, they will receive a zero.

Ambrose University Academic Policies:

Communication

All students have received an Ambrose e-mail account upon registration. It is the student's responsibility to check this account regularly as the Ambrose email system will be the professor's instrument for notifying students of important matters (cancelled class sessions, extensions, requested appointments, etc.) between class sessions. If students do not wish to use their Ambrose accounts, they will need to forward all messages from the Ambrose account to another personal account.

Registration

During the **Registration Revision Period** students may enter a course without permission, change the designation of any class from credit to audit and /or voluntary withdraw from a course without financial or academic penalty or record. Courses should be added or dropped on the student portal by the deadline date; please consult the List of Important Dates. After that date, the original status remains and the student is responsible for related fees.

Students intending to withdraw from a course after the Registration Revision Period must apply to the Office of the Registrar by submitting a "Request to Withdraw from a Course" form or by sending an email to the Registrar's Office by the **Withdrawal Deadline**; please consult the List of Important Dates on the my.ambrose.edu website. Students will not receive a tuition refund for courses from which they withdraw after the Registration Revision period. A grade of "W" will appear on their transcript.

Students wishing to withdraw from a course, but who fail to do so by the applicable date, will receive the grade earned in accordance with the course syllabus. A student obliged to withdraw from a course after the Withdrawal Deadline because of health or other reasons may apply to the Registrar for special consideration.

Exam Scheduling

Students, who find a conflict in their exam schedule must submit a Revised Examination Request form to the Registrar's Office by the deadline date; please consult the List of Important Dates. Requests will be considered for the following reasons only: 1) the scheduled final examination slot conflicts with another exam; 2) the student has three final exams within three consecutive exam time blocks; 3) the scheduled final exam slot conflicts with an exam at another institution; 4) extenuating circumstances. Travel is not considered a valid excuse for re-scheduling or missing a final exam.

Electronic Etiquette

Students are expected to treat their instructor, guest speakers, and fellow students with respect. It is disruptive to the learning goals of a course or seminar and disrespectful to fellow students and the instructor to use electronics for purposes unrelated to the course during a class session. Turn off all cell phones and other electronic devices during class. Laptops should be used for class-related purposes only. Do not use iPods, MP3 players, or headphones. Do not text, read, or send personal emails, go on Facebook or other social networks, search the internet, or play computer games during class. Some professors will not allow the use of any electronic devices in class. The professor has the right to disallow the student to use a

laptop in future lectures and/or to ask a student to withdraw from the session if s/he does not comply with this policy. Repeat offenders will be directed to the Dean. If you are expecting communication due to an emergency, please speak with the professor before the class begins.

Academic Policies

It is the responsibility of all students to become familiar with and adhere to academic policies as stated in the Academic Calendar. Personal information (information about an individual that may be used to identify that individual) may be required as part of taking this class. Any information collected will only be used and disclosed for the purpose for which the collection was intended. For further information contact the Privacy Compliance Officer at privacy@ambrose.edu.

Extensions

Although extensions to coursework in the semester are at the discretion of the instructor, students may not turn in coursework for evaluation after the last day of the scheduled final examination period unless they have received permission for a course Extension from the Registrar's Office. Requests for course extensions or alternative examination time must be submitted to the Registrar's Office by the deadline date; please consult the List of Important Dates. Course extensions are only granted for serious issues that arise "due to circumstances beyond the student's control."

Appeal of Grade

An appeal for change of grade on any course work must be made to the course instructor within one week of receiving notification of the grade. An appeal for change of final grade must be submitted to the Registrar's Office in writing and providing the basis for appeal within 30 days of receiving notification of the final grade, providing the basis for appeal. A review fee of \$50.00 must accompany the appeal. If the appeal is sustained, the fee will be refunded.

Academic Integrity

We are committed to fostering personal integrity and will not overlook breaches of integrity such as plagiarism and cheating. Academic dishonesty is taken seriously at Ambrose University as it undermines our academic standards and affects the integrity of each member of our learning community. Any attempt to obtain credit for academic work through fraudulent, deceptive, or dishonest means is academic dishonesty. Plagiarism involves presenting someone else's ideas, words, or work as one's own. Plagiarism is fraud and theft, but plagiarism can also occur by accident when a student fails or forgets to acknowledge to another person's ideas or words. Plagiarism and cheating can result in a failing grade for an assignment, for the course, or immediate dismissal from the university college. Students are expected to be familiar with the policies in the current Academic Calendar that deal with plagiarism, cheating, and the penalties and procedures for dealing with these matters. All cases of academic dishonesty are reported to the Academic Dean and become part of the student's permanent record.

Note: Students are strongly advised to retain this syllabus for their records.