

COMM 1101 – History of Communication
Online, AU 2016

This syllabus is available in alternative formats upon request. Students with disabilities are responsible for making their needs known to the instructor and seeking assistance in a timely manner. Any student who feels he/she may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs, or contact the office for **disability services at 292-3307 in Room 150 Pomerene Hall to coordinate your documented disabilities.**

Instructor:

Dr. Daniel G. McDonald (.221)
3116 Derby Hall

Course Overview:

This course provides a brief overview of the history of human communication. We'll focus primarily on more recent history (the last couple of hundred years), but will begin with the earliest known communication artifacts and progress rapidly from there. Most of what we'll cover is in the realm of mass communication. We'll explore how communication changed as society changed, and also the role of communication in producing social changes of various sorts. The text also covers quite a bit related to current industry practice. I'll cover some of this in online lectures, and let you know which sections are most important to cover in the readings for the exams.

You'll be responsible for material covered in the lecture or in assigned readings from the text (see below). Online materials will include lectures, aural and visual material (movies, radio programs, etc.). When a video or sound clip is presented in class, you should understand how that clip is related to the lecture and what it adds to or exemplifies within the discussion. In other words, I won't assign a video or use a clip unless I think it illustrates some idea, shows you some aspect of communication history that I think is important, or explains something that I think you need to know. Readings do not take the place of the lecture, and the lecture does not take the place of the reading. They are complementary.

Course Objectives:

Communication COMM 1101 is a GEC course in Category 2, Breadth, B. Social Science, subcategory (1) Individuals and Groups. Courses in social science help students understand human behavior and cognition, and the structures of human societies, cultures and institutions. Courses that fulfill this requirement have the following learning objectives:

1. Students understand the theories and methods of social scientific inquiry as they apply to the study of individuals and groups.

2. Students understand the behavior of individuals, differences and similarities in social and cultural contexts of human existence, and the processes by which groups function.

3. Students comprehend and assess individual and group values and their importance in social problem solving and policy making.

We will meet these objectives through the study of communication history. My goal will be to have you recognize how past events are studied and how they influence today's society and the human condition.

This course attempts to meet those learning outcomes by having the following objectives:

1. To provide you with an introduction to the history of communication.

- Via lecture materials tracing the known history
- Through reading materials focusing on human communication history
- Through examination of each major mass communication medium and how they interrelate

2. To introduce you to the theory and methods of understanding history.

- Through a lecture covering some of the important theories and methods of how we can understand what has happened before
- Through practice in doing your own historical research
- Through writing summaries of the results of your own research
- Through providing illustrative examples of these approaches throughout our examination of media history

3. To explore the ways in which media presentations may have different impacts for differing ethnic or racial groups and the interplay between societal/cultural values and media content.

- By examining historical media content within the social norm context in which it evolved
- Through an example overview of the early African-American cinema and ideas of in-group and out-group behavior
- By examining the relationship between African-American portrayals in media content, producers' goals, and audience members' reactions

4. To develop your ability to comprehend and assess individual and group values as reflected in media content history, and to recognize their importance in social problem solving and policy making.

- By examining the development and differences in media regulation and policy
- By exploring the relationship between violent behavior and media content
- By studying the role of free speech in relation to media effects

Online Lectures:

The online lectures will use OSU's mediasite format for viewing. Please make certain you can access mediasite this week so that we can straighten out any technical difficulties right away. The lectures will be my voice over a powerpoint presentation, to make it easier to access, but please make certain you have a strong internet connection for watching the lectures. I don't encourage multitasking (listening while doing other tasks), as I don't encourage it in a physical classroom. It may feel like you are keeping up, but you are missing a great deal of what occurs on screen because your attention is divided.

The link for mediasite lectures will be provided for each lecture.

To help keep everyone on track, so that you know where we are at any time, the course schedule is divided into weeks of the semester, running from Week 1 to Week 16. We have been advised that it's easier to chunk lectures into 10-15 minute modules to make it easier for everyone to access, and to make things as flexible as possible. I'll try to run the class as if it met M, W and F, so we would normally have about 3 lectures per week. Because of holidays, some weeks are shorter than others. I'll number the lecture modules by week and then use letters to indicate the order of the lecture module. So, 3c is the third module in the third week. 4f is the sixth module in the 4th week. In a really intense week, there may be as many as 7 or 8 15-minute lecture modules. Usually, though, presentation in an online lecture format is much faster than a presentation in a classroom, so I would typically expect to have 5 or 6 modules per week, with each module lasting about 15 minutes. Some students find it helpful to play the lectures slightly faster than normal as well, and still retain full information. I encourage you to experiment with different ways to listen, and to take a break between lecture parts so that you can give each part your full attention.

Course Requirements:

Book:

Hanson, R. E. (2016). *Mass communication: Living in a media world* (5th edition). Washington, DC: CQ Press.

Assignments and Exams:

There are three assignments and two exams. C-REP research participation is also required. We will have 1000 points possible in the class. Your points are allocated as follows:

Requirement	Points	Due Date
		all due at 11:59 p.m.; there is a 12-hour grace period immediately after.
Assignment 1	50	Tuesday, Sept. 6
Assignment 2	150	Monday, Sept. 26
Assignment 3	250	Monday, Nov. 28
Exam 1	250	Monday, Oct 24
Exam 2	250	Monday, Dec. 12
C-REP participation*	50	varies (see handout)
Total Points	1000	

*If you are under the age of 18, please let the instructor know as soon as possible, as there are implications for C-REP requirements.

*Assignment 3 is due for graduating seniors; anyone else may also submit their assignment early if they would like.

To obtain your final grade, we simply add all of your points up at the end of the course. I use the standard OSU grading scheme:

Letter Grade	Points	Percent of 1000
A	930-1000	93-100
A-	900-929	90-92.9
B+	870-899	87-89.9
B	830-869	83-86.9
B-	800-829	80-82.9
C+	770-799	77-79.9
C	730-769	73-76.9
C-	700-729	70-72.9
D+	670-699	67-69.9
D	600-669	60-66.9
Failing	0-599	Below 60

Please note: Carmen Canvas, OSU's grading and class management software, does not round fractions up. Please take that into account in computing grades. I have to make a cut at some point, so I just use Carmen to do that, and I don't round up individual grades, no matter how close you may be, because it's not fair to other students. Instead, at the end of the class, I give everyone a point to take care of the rounding issue, but remember that one point out of 1000 is equal to a tenth of a percentage point. I sometimes have extra credit opportunities as a way to

help even out things for those who are close to a grade they'd like and are willing to put in the extra effort to work for it.

Written Assignments and Exams:

Please keep track of when things are due. The professor and class website will provide multiple reminders, but, as always, it is your responsibility to submit materials on time. We have a posted deadline and a grace period. *Late submissions for assignments will not incur a penalty during the grace period, but will incur a 20% penalty each day the submission is late.* The first day begins one minute after the grace period has ended, with an automatic loss of 20% of the points. *Late submissions for exams will incur a 40% penalty each day the submission is late, following the same procedures as for assignments.* Please do not email your paper to the professor or to the TA. We will open the assignment window for you so that you can upload it for the plagiarism check. It will not be counted as submitted until you have submitted it to Canvas.

You must have a medical excuse or a note from Carmen/Canvas staff documenting an actual Carmen/Canvas problem that would have affected your submission to have a paper or exam accepted with no penalty after the upload box closes.

This year, the professor and TAs have reworked the course substantially to make it a better learning experience for you, and so have redesigned the assignments and exams to make them more conducive to an online experience.

Writing assignments and exams will focus on understanding a mix of different types of knowledge: content covered in lecture and/or the book, critical thinking, and problem solving. Written assignments will allow you a minimum of one week for completion, and will focus on understanding events/situations described in class. You have access to your notes, lectures, and outside materials as you see fit, but the work submitted must actually be your work, not something you have pulled from a website. Exams will be similar to the assignments, but with a timed aspect, so that you will find it best to study for the exams just as you would for any exam, and to concentrate on understanding any themes that might emerge as we study the history of communication in relation to individuals and society. The more prepared you are for the exams, the less time you will spend trying to understand the questions, and the more time you have available to answer the questions.

Because these are new assignments and exams, and new methods for submitting and grading them, we may run into technical issues. If so, the professor reserves the right to alter the assignment or assignment weighting in a manner that will preserve the integrity of the course and the contributions of the students.

Before you submit an assignment:

Important: All writing assignments and exams must be submitted to our class website by the deadline. In taking this course, students agree to the condition that all required papers will be subject to submission for textual similarity review to Turnitin.com to aid in detection of plagiarism. Any submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the

Turnitin.com service is subject to the Terms and Conditions of Use posted on the Turnitin.com site and at the university.

When you are ready to submit your assignment or exam, make certain it is in "doc" or "docx" format. Also, make certain you have a reliable Internet connection. Some local restaurants have very unreliable connections that you will not notice as unreliable until you actually try to submit a document or watch a longer video. A popular restaurant on Lane Avenue that has pretty good cinnamon rolls, for example, will cut out often, and has been known to result in corrupted papers, etc. You won't be aware of it until you receive your grade. If your home or apartment does not have reliable service, try an on-campus computer lab or library.

IF YOU RUN INTO PROBLEMS SUBMITTING YOUR ASSIGNMENT OR EXAM:

1. Go to a reliable Internet connection and submit it so that you have it in before the deadline.
2. Contact OIT (see links) to see if they can help fix the problem so that you don't get it again.
3. Post the problem on the discussion board related to technical issues.

In this way, you won't be penalized and there will be time to fix the problem before the next assignment or exam. If you wait until the last minute to submit, of course, you may not get it in on time. As mentioned above, that will automatically generate a penalty. **DON'T WAIT UNTIL THE LAST MINUTE!**

Also, remember that any dispute about a grade must be taken up with your TA or the professor within one week of the grade posting, so please keep track of your grades and check them when you see an announcement. When grades are posted, they will be announced on the website, so please don't email your TA to ask if grades are finished. There are a large number of students in the course and we want to do justice to each submission. If there is a post on Carmen that says the grades have all been entered, and you don't have a grade, then you need to contact your TA.

Contact Information for Various Issues

Who to Contact for Specific Problems:

First, post in the discussion area, as that allows the professor, TAs and other students to see issues and respond to everyone.

Problems in Understanding Course Content or Assignments: Contact your TA.

Health Issues or Emergency Situations: Contact your TA.

Technical Problems with Your Computer or Internet Connection Issues: OIT can be called at 614-688-HELP (4357). You can also email them about your problem or you can request that they call you back. The website for these alternatives is: https://osuitsm.service-now.com/selfservice/help_splash.do (Links to an external site.)

C-REP problems or questions (if you've posted on the discussion and haven't gotten a response): Contact Jessica Frampton (Frampton.22)

Problems with your TA or unresolved issues (after trying the above): Contact Professor McDonald

WHO IS YOUR TA? *If your last name (surname) begins with the letters*

A through G - contact Melissa Abo (Abo.1)

307 Journalism Building

Office hours Tues/Thurs 1:30-3:30 and by apt

H through P - contact Dinah Adams (Adams.2021)

Office hours Wednesday 9-11:00 AND Thursday 1:00 - 3:00

Derby 3055

Q through Z - contact Kathryn Coduto (Coduto.1)

Office hours Mon/Wed 10:30-12:30

Derby 3055

All three are very good TAs and instructors; we all work together. This way, we stay organized and can keep things more efficient.

Reading and Lecture Calendar

Week beginning	Week	Book Chapters	Scheduled Lecture Topic
Aug. 23	1	1	Introduction to Class; Understanding Communication History <i>The Day We Learned to Think</i>
Aug. 29	2		Development of Language, Writing and Literacy <i>Speaking in Tongues: The History of Language</i>
Sept. 5	3	4	Assignment #1 Due Sept. 6 at Midnight Printing and the Public
Sept. 12	4	5, 6	Mass Production and News
Sept. 19	5	7	Communication Technologies
Sept. 26	6		Assignment #2 Due Sept. 26 at Midnight Popular Music, Recording, & Entertainment
Oct. 3	7	8	Invention of Motion Pictures

			Motion Pictures <i>The Movies Begin: A Treasury of Early Cinema</i> Watch: <i>0:00 to 10:00 (early efforts);</i> <i>17:52 – 29:36(A Trip to the Moon);</i> <i>40:40-53:00) (Moscow Clad in Snow thru</i> <i>Airplane Flight & Wreck)</i> <i>57:03-1:09:25 (The Great Train Robbery & The</i> <i>Whole Dam Family)</i>
Oct. 10	8		
Oct. 17	9		<i>Black Shadows on a Silver Screen</i>
Oct. 24	10		First Exam Due Oct. 24 at Midnight Radio
Oct. 31	11		Developing Popular Music and Popular Culture <i>Appalachian Journey</i> <i>Culture Shock: The Devil’s Music: 1920s Jazz</i>
Nov. 7	12	9	Development of TV <i>Rocky King, Detective or The Beulah Show</i>
Nov. 14	13		Media and Society – Molder or Mirror; <i>Color Adjustment</i>
Nov. 21	14	10	Creating our own media – Photography, Audio and Movies in the Home; “social” media and social media Thanksgiving/Columbus Day Break on Thursday and Friday
Nov. 28	15	3,11,12	Assignment #3 Due Nov. 28 at Midnight Media Industries – Advertising, Public Relations <i>The Greatest Movie Ever Sold</i>
Dec. 5	16	2, 13, 14	Media Effects
Dec. 7	17		Last Day of Classes; Final Exam Available
Dec. 12			Final Exam Submission Due between Dec. 9 and Dec. 12 at Midnight.