

# COMM 1101 – History of Communication

Fall 2018

Online

## Instructor:

**Melissa Foster, PhD**

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Office: 315 Journalism Building

Office hours: My office hours this semester are Wednesdays from 10-12 and Thurs from 1-3.

Walk-ins are always welcome at office hours, but I recommend making an appointment since office hours get busy and I don't want you to spend a lot of time waiting in the hallway or on hold if I'm booked up.

Since this is an online class, I'm happy to do office hours over the phone or via email if that works better for you. If you'd like to talk on the phone, you can email me to schedule an appointment.

Appointments will be prioritized whether we are chatting in person, over the computer, or on the phone.

**TAs** (Please contact the TAs if you have questions about your grades; you will know who graded your assignment because their name will be on the comments in Carmen):

Jennie McAndrew: [mcandrew.28@buckeyemail.osu.edu](mailto:mcandrew.28@buckeyemail.osu.edu)

Sam Wolken: [wolken.3@buckeyemail.osu.edu](mailto:wolken.3@buckeyemail.osu.edu)

**C-REP:** Please contact [poulsen.6@osu.edu](mailto:poulsen.6@osu.edu) if you have any questions about C-REP.

## 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 the role of communication in producing social changes of various sorts.

You'll be responsible for material covered in the lecture or in assigned readings from the text (see below) as well as additional visual material (movies, radio programs, etc).

## 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 Videos and Lectures:

Lectures will be online this semester. We do not have any in-person lectures or exams (the course can be done completely online). Those lectures will use OSU's MediaSite format for viewing. 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 and audio equipment (headphones are helpful). It is not feasible for I or any of the TAs to help you with technical problems. **University Tech support can help you (614-688-HELP).**

Per the Study Code of Conduct, you may not share recorded lectures. This is a copyright violation.

## Course Requirements:

### **Books:**

Carr, N. (2011). *The Shallows: What the internet is doing to our brains*. W. W. Norton & Company, Inc., New York.

### **Recommended:**

Kovarik, B. *Revolutions in communication: Media history from Gutenberg to the digital age* (2<sup>nd</sup> Edition). Bloomsbury.

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

### **Assignments and Exams:**

Coursework includes weekly quizzes (online and timed), weekly exam questions (online and short answer), book club participation (online discussion in which you will post a discussion starter question related to the reading and respond to at least 2 classmates' starter questions), and C-REP participation. We will have 100 points possible in the class. Your points are allocated as follows:

Requirement	Points/Percent of Final Grade
Quizzes	40 (12 quizzes in total, the lowest 2 scores are dropped, so the 10 that are kept are worth 4 points each)
Weekly Exam Questions	50 (12 questions in total, the lowest 2 scores are dropped, so the 10 that are kept are worth 5 points each)
Book Club	5 (12 book club assignments in total, the lowest 2 scores are dropped, so the 10 that are left are worth half a point each)
C-REP	5
<b>Total Points</b>	<b>100</b>

\*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. Please read the student guide for information on C-REP.

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
A	93-100
A-	90-92.9
B+	87-89.9
B	83-86.9
B-	80-82.9
C+	77-79.9
C	73-76.9
C-	70-72.9
D+	67-69.9
D	60-66.9
Failing	0-59.9

**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.

Also, Carmen has different settings for viewing grades. There is a setting in which assignments that are not completed are counted as a "zero" and a setting in which incomplete assignments are not yet counted in the final grade. So if you are calculating your grade through the semester, make sure you are factoring in any assignments you failed to turn in on time as a "zero".

## Assignments:

**Please keep track of when things are due.** I recommend signing up for email notifications for when there are announcements and discussion posts on Carmen.

**Late work:** Late work rarely (if ever) be accepted in this class. The assignments are provided well in advance and many of the lowest scores will be dropped for your final grade. Please recall that the due dates are not the goal for turning in assignments. Rather, the due dates are the last chance to turn them in. I recommend turning work in well in advance of the due date in case of technical problems or life issues.

If you have documentation (coming from a reputable source and including dates) of severe illness or emergency that spans across time this semester, I'm willing to talk with you about your individual situation (preferably before the due date). For health issues, I don't need any medical information on documentation, but I do require information from your care provider specifying that you were not well enough to do online work.

Following instructions and keeping deadlines is an invaluable skill in the workforce. Thus, it is important to work on time management in college.

If you are permitted an extended deadline, 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. We can only grade you based on what you submit to Canvas prior to the deadline.

**Religious holidays:** Students who will be observing a religious holiday on a class date or assignment due date must provide date/event written notification to the instructor within the first two weeks of the semester so that alternative arrangements can be made

**Before you submit an assignment:** 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.

Make certain it is in "doc" or "docx" format and that you have a reliable Internet connection. Some local restaurants have very unreliable connections that you will not notice as unreliable until you try to submit a document or watch a longer video. If your home or apartment does not have reliable service, try an on-campus computer lab or library.

Remember to leave yourself enough time to verify that your submission went through properly as *problems with technology will not be accepted for late work*.

**Pre-grading:** Please note also that neither I nor the TAs can pre-grade your papers. If you have specific questions, we are always available to answer those. However, we cannot read your paper in its entirety before the due date and tell you everything you need to change to get an A on the paper.

### **Verifying that you submitted your assignment:**

Please do not email your instructor or TA to ask if your assignment was submitted properly. You can check this on Carmen. Here it is step by step:

- = After submitting the assignment, you should be taken back to the main page for the assignment
- = On the right-hand side is a submission status
- = To verify that everything uploaded correctly, click on 'Download [filename]'; you might want to save it to a different location on your hard drive than the original, or rename it during the download process, to avoid overwriting your original
- = Open the downloaded file and make sure everything looks correct

Recall that you will be graded on what you submit by the deadline, even if it was not what you intended to submit. So, it's important that you check to be sure your submission was correct.

If you are worried about the submission, you may want to consider taking a screen shot of the submission verification.

### **General Grading Criteria**

The following is a general guideline regarding the 5 different categories on the rubrics. Please see comments in Carmen for more details when you get your grade back, but this is a general note:

Exceptional responses briefly but succinctly combine information from lecture and outside sources (we will talk about using the library). The response is extremely well written and organized. There is little to no room for improvement.

Above Average responses briefly but succinctly answer the questions, combining information from the class as well as information from outside class. There is some additional information that may improve the response but overall it is above average.

Average responses meet the minimum requirements of the assignment. However, information needs to be clarified or there is information that is incorrect. Improvements could be made in organizing information from different sources.

Needs Improvement means there was some key information missing or inaccurate/irrelevant information included.

Not Addressed generally means that the information was missing or inaccurate.

**Technical Problems:** Contact OIT (<https://ocio.osu.edu/help>) to see if they can help fix the problem so that you don't get it again. Calling is often faster than email.

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!** Assignments submitted even one minute late will not be accepted.

**Grading:** When grades are posted, there will be an announcement on Carmen that grades were “unmuted”, 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 or professor.

**Grade Disputes:** Any dispute about a grade must be taken up with your TA **within one week of the grade posting**, so please keep track of your grades and check them when you see an announcement. If you are disputing your grade on one of the assignments, you must prepare a .doc or .docx document, going point-by-point through the rubric and explaining why you think your work deserves a different grade. Please note that grade disputes are not a normal part of the grading process. Grade disputes should be submitted only when you can justify clearly why you believe your grade should be changed. Please submit your grade dispute first to the person who graded your paper. If your dispute is ongoing after this, you may contact your professor.

**Page Limits and Formatting:** Papers with page limits must use APA formatting (12-point, Times New Roman font, 1 inch margins...don't worry if APA is new to you; we will cover it in class) and must adhere to the page limits. Expressing yourself in a clear and succinct manner is a very valuable writing skill! Thus, exceeding the page limit will result in a reduction of your grade. Page limits are also strict in order to keep the playing field fair for everyone. So be careful not to go over your page/word limit, even by one sentence/word.

## Contact Information for Various Issues

### Who to Contact for Specific Problems:

**Questions about the course/assignments/lectures/etc:** First, post in the discussion area, as that allows the professor, TAs and other students to see issues and respond to everyone in an organized and timely manner. It keeps us all on the same page and allows everyone access to the same information ☺ You should post your query on one of the existing discussion threads instead of starting a new one.

You should contact your professor via phone or email if your question is of a personal nature or if you need to schedule an appointment for office hours. For personal issues (such as emergency illness or injury), please contact Dr. Melissa Foster at [foster.1182@osu.edu](mailto:foster.1182@osu.edu). For questions about a grade you received, please direct your question to the person who graded your paper (you'll know from the comments who graded it).

**Health Issues or Emergency Situations:** Contact your instructor or Student Advocacy as these are always of a personal nature.

***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](https://osuitsm.service-now.com/selfservice/help_splash.do) (Links to an external site.)

***C-REP problems or questions:*** Post on the C-REP discussion board if your question may be relevant to other students. This discussion board is monitored by the C-REP administrator (not your professor). If your question is personal and C-REP related, contact the C-REP administrator.

***Problems with your TA or unresolved issues (after trying the above):*** Contact Dr. Melissa Foster

***Email etiquette:*** Please ensure that any emails you send are written professionally. If you are unsure about email etiquette, please check out the following website <https://www.insidehighered.com/views/2015/04/16/advice-students-so-they-dont-sound-silly-emails-essay>

Also, if you need to email me, please be sure to include the course name and section. If we are having an ongoing conversation via email, please make sure to “reply” to that thread instead of starting a new one each time. This will help us stay organized!

***Letters of recommendation:*** Writing letters of recommendation for my students is one of my favorite things to do! However, it is my policy that I don’t write letters of recommendation until I’ve had you in class for at least one full semester (final grades completed). This way I can honestly say in the letter that I know you/your work well enough to feel comfortable writing the letter and making a recommendation.

## Student Academic Services

Arts and Sciences Advising and Academic Services’ website provides support for student academic success. Information on advising issues such as tutoring, transfer credits, academic standing, and contact information for Arts and Sciences advisors can be obtained through this website. The site is: <http://advising.osu.edu/welcome.shtml>

## Student Services

The Student Service Center assists with financial aid matters, tuition and fee payments. Please see their site at: <http://ssc.osu.edu>

## Copyright Disclaimer

The materials used in connection with this course may be subject to copyright protection and are only for the use of students officially enrolled in the course for the educational purposes associated with the course. Copyright law must be considered before copying, retaining, or disseminating materials outside of the course.



## Diversity

The School of Communication at The Ohio State University embraces and maintains an environment that respects diverse traditions, heritages, experiences, and people. Our commitment to diversity moves beyond mere tolerance to recognizing, understanding, and welcoming the contributions of diverse groups and the value group members possess as individuals. In our School, the faculty, students, and staff are dedicated to building a tradition of diversity with principles of equal opportunity, personal respect, and the intellectual interests of those who comprise diverse cultures.

## Title IX

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories (e.g., race). If you or someone you know has been sexually harassed or assaulted, you may find the appropriate resources at <http://titleix.osu.edu> or by contacting the Ohio State Title IX Coordinator, Kellie Brennan, at [titleix@osu.edu](mailto:titleix@osu.edu)

## Academic integrity policy

### Academic Misconduct

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term “academic misconduct” includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct <http://studentlife.osu.edu/csc/>

## Accessibility accommodations for students with disabilities

### Requesting accommodations

**The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know via email immediately so that we can privately discuss options. You are also welcome to register with Student Life Disability Services to establish reasonable accommodations. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. SLDS contact information: [slds@osu.edu](mailto:slds@osu.edu) ; 614-292-3307; [slds.osu.edu](http://slds.osu.edu) ; 098 Baker Hall, 113 W. 12th Avenue.**

**Tentative Course Schedule** (Schedule may be changed as appropriate)

Week	Dates	Assignment	Topics and Due Dates	Check Box
1	Online	Introduction to the Course	Watch Introduction Lectures	
	Online	Lecture	Concepts, Definitions, and Why We Care About the History of Communication (no corresponding reading)	
	Ongoing	C-Rep	<b>Due dates are listed in student handbook (on Carmen)</b>	
2	Online	Lecture	How we study the history of communication and the limitations of this (no corresponding reading)	
	Online	Lecture	Media Literacy, Current Issues, and How History Matters for These (no corresponding reading)	
	Online	Lecture	Understanding the Importance of Printing: Part One (follows and extends on Kovarik Chapter 1)	
	Sept 4th	Quiz #1	Quiz #1 covers the syllabus. You can take this quiz up to 50 times. Subsequent quizzes can only be taken once.	
	Sept 4th	Exam Question #1	Due at 11:59 pm	
	Sept 4th	BC #1	Original post due at 11:59pm on Sept 4 <sup>th</sup> . Responses to at least 2 classmates due by 11:59pm on Sept 11 <sup>th</sup> .	
3		Lecture	Understanding the Importance of Printing: Part Two (Kovarik Chapter 1)	
		Lecture	The commercial and industrial media revolution: Part One (Kovarik Ch 2)	
		Lecture	The commercial and industrial media revolution: Part Two (Kovarik Ch 2)	
	Sept 11th	Quiz # 2	Quiz #2: Due at 11:59 pm (covers Weeks 1-2 lecture, the Prologue and Chapter 1 of The Shallows)	

	Sept 11th	Exam Question #2	Due at 11:59 pm	
	Sept 11th	BC #2	Original post due at 11:59pm on Sept 11 <sup>th</sup> . Responses to at least 2 classmates due by 11:59pm on Sept 18 <sup>th</sup> .	
4		Lecture	Print Media in the 20 <sup>th</sup> and 21 <sup>st</sup> Centuries: Part One (Kovarik Ch 3)	
		Lecture	Print Media in the 20 <sup>th</sup> and 21 <sup>st</sup> Centuries: Part Two (Kovarik Ch 3)	
		Lecture	The Visual Revolution (Kovarik pages 139-150)	
	Sept 18	Quiz #3	Quiz 3 (covering Week 3 lecture and Chapter 2 of The Shallows) is due by 11:59pm	
	Sept 18	Exam Question #3	Due at 11:59 pm	
	Sept 18	BC #3	Original post due at 11:59pm on Sept 18 <sup>th</sup> . Responses to at least 2 classmates due by 11:59pm on Sept 25 <sup>th</sup> .	
5		Lecture	Photography (Kovarik Ch 4)	
		Lecture	Cinema: Part One (Kovarik Ch 5)	
		Lecture	Cinema: Part Two (Kovarik Ch 5)	
	Sept 25	Quiz #4	Quiz 4 (covering Week 4 lecture and Chapter 3 of The Shallows) is due by 11:59pm	
	Sept 25	Exam Question #4	Due at 11:59 p. m. Feb 9 <sup>th</sup> .	
	Sept 25	BC #4	Original post due at 11:59pm on Sept 25 <sup>th</sup> . Responses to at least 2 classmates due by 11:59pm on Oct 2 <sup>nd</sup> .	
6		Lecture	Advertising, Public Relations, and Crafted Image: Part One (Kovarik Ch 6)	
		Lecture	Advertising, Public Relations, and Crafted Image: Part Two (Kovarik Ch 6)	
		Watch online: The Persuaders	Movie: <a href="http://www.pbs.org/wgbh/frontline/film/showspersuaders/">http://www.pbs.org/wgbh/frontline/film/showspersuaders/</a>	
	Oct 2	Quiz #5	Quiz 5 (covering Week 5 lecture and Chapter 4 of The Shallows) is due by 11:59pm	
	Oct 2	Exam Question #5	Due at 11:59 p. m. on Feb 16 <sup>th</sup>	

	Oct 2	BC #5	Original post due at 11:59pm on Oct 2nd. Responses to at least 2 classmates due by 11:59pm on Oct 9th.	
7		Lecture	From national neighborhoods to the global village (Kovarik pages 249-254)	
		Lecture	Telegraph and Telephone (Kovarik Ch 7)	
		Watch online: The Spirit of the Pony Express	Options: If you have amazonprime, it was on there the last time I checked. I will also have a copy on mediasite that I will link in Carmen, but the quality won't be great. You can also rent it.	
	Oct 9	Quiz #6	Quiz 6 (covering Week 6 lecture and Chapter 5 of The Shallows) is due by 11:59pm	
	Oct 9	Exam Question #6	Due at 11:59 p. m. on Feb 23rd	
	Oct 9	BC #	Original post due at 11:59pm on Oct 9th. Responses to at least 2 classmates due by 11:59pm on Oct 23rd.	
8		Lecture	Radio: Part One (Kovarik Ch 8)	
		Lecture	Radio: Part Two (Kovarik Ch 8)	
	Oct 23	Quiz #7	Quiz 7 (covering Week 7 lecture and Chapter 6 of The Shallows) is due at 11:59 pm	
	Oct 23	Exam Question #7	Due at 11:59 p. m. on March 2 <sup>nd</sup> .	
	Oct 23	BC #7	Original post due at 11:59pm on Oct 23 <sup>rd</sup> . Responses to at least 2 classmates due by 11:59pm on Oct 30 <sup>th</sup> .	
9		Lecture	TV: Part One (Kovarik Ch 9)	
		Lecture	TV: Part Two (Kovarik Ch 9)	
	Oct 30	Quiz #8	Quiz 8 (week lecture 8 and Chapter 7 of The Shallows) is due by 11:59pm	
	Oct 30	Exam Question #8	Due at 11:59 p. m.	
	Oct 30	BC #8	Original post due at 11:59pm on Oct 30th. Responses to at least 2 classmates due by 11:59pm on November 6th.	
10		Lecture	Computers: Part One (Kovarik Ch 10)	
		Lecture	Computers: Part Two (Kovarik Ch 10)	

	Nov 6	Quiz #9	Quiz 9 (covering week 9 lecture and Chapter 8 of The Shallows) is due by 11:59pm	
	Nov 6	Exam Question #9	Due at 11:59 p. m.	
	Nov 6	BC #9	Original post due at 11:59pm on Nov 6th. Responses to at least 2 classmates due by 11:59pm on Nov 13th.	
11		Lecture	Digital Networks (Kovarik Ch 11)	
		Lecture	Video Games "Rise of the Video Game" (no assigned reading)	
	Nov 13	Quiz #10	Quiz 10 (covering Week 10 lectures and Chapter 9 of The Shallows) is due at 11:59pm	
	Nov 13	Exam Question #10	Due at 11:59 p. m. on March 30 <sup>th</sup>	
	Nov 13	BC #10	Original post due at 11:59pm on Nov 13th. Responses to at least 2 classmates due by 11:59pm on Nov 20th.	
12		Lecture	Global Culture (Kovarik Ch 12)	
	Nov 20	Quiz #11	Quiz 11 (covering Week 11 lecture and Chapter 10 of The Shallows) is due at 11:59pm	
	Nov 20	Exam Question #11	Due at 11:59 pm	
	Nov 20	BC #11	Original post due at 11:59pm on Nov 20th. Responses to at least 2 classmates due by 11:59pm on Dec 4th.	
13		Lecture	Special Topics: Violence in mass media (Dr. Bushman episode) no assigned readings	
		Lecture	Special Topics: Satire and its place in the History of Communication (no assigned reading)	
	Dec 4	Exam Question #12	Due at 11:59 pm	
	Dec 4	Quiz #12	Quiz 12 (covering Week 12 lecture and the Epilogue of The Shallows) is due by 11:59pm	
	Dec 4	BC #12	Original post due at 11:59pm on Dec 4th. Responses to at least 2 classmates due by 11:59pm on Dec 5th.	
	Dec 5th		Congratulations, you're finished!	