

**Communication 2540:  
Introduction to Communication Technology  
Autumn 2018**

**Instructor:** Dr. Siyue (April) Li  
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**Office:** 3075 Derby Hall  
**Office Hours:** Mon. & Wed. 11am-12pm

**Class Information:** Tue. & Thur. 2:20pm-3:40pm Journalism Building 360  
**Format:** lecture

*[Please put "Comm 2540" in the subject line when contacting us.]*

**Course Description:** This course is designed as an introduction to major communication technologies. The course will consider a range of older media and contemporary new media, with a focus on societal, relational, and psychological effects.

**Course Objectives:**

1. To learn the history and development of major communication technologies.
2. To apply communication concepts and theories to communication technologies.
3. To understand the societal implications of new and emerging communication technologies.

**Required Text:**

MindTap eBook: *Media Now, Understanding Media, Culture, and Technology*. 10<sup>th</sup> edition

Author: Straubhaar, J., LaRose, R., & Davenport, L.

ISBN: 9781305951082

Publisher: Cengage Learning

**MindTap registration link:** <https://www.cengage.com/dashboard/#/course-confirmation/MTPNB77PVN7K/initial-course-confirmation> (**See student instruction pdf for more details.**)

\*\*\*Other required readings will be available on Canvas\*\*\*

**Assignments & Their Point Values**

Exam 1	100 points
Exam 2	100 points
Exam 3	100 points
Quizzes	50 points
Short Paper	25 points
<b>Total</b>	<b>375 points</b>

**Grade Break Downs (in percentage points):**

93-100% = A	90-92.99% = A-	
87-89.99% = B+	83-86.99% = B	80-82.99% = B-
77-79.99 % = C+	73-76.99% = C	70-72.99% = C-
67-69.99% = D+	60-66.99% = D	below 60%

**Exams:** There will be three exams, each consisting of 40 multiple-choice and true/false questions. For the most part, the exams will NOT be cumulative. However, some major concepts discussed throughout the semester may appear on multiple exams. I will make a study guide available about a week before the exam. Please understand that the guide is meant to be just that—a guide. Although I try to stick to the information as presented on the study guide, I do consider all reading and lecture material to be fair game for exam questions.

**Quizzes:** They are designed to assess your understanding of reading materials or reinforce content recently covered in the course. There will be a total of 7 quizzes throughout the semester. Each quiz may come in one of three forms: multiple-choice and true/false questions, short-answer questions, or a combination of both. You will not know in advance which days we will have quizzes. These quizzes cannot be made up outside of class. That is, you must be in class in order to earn these points. I will drop your two lowest scores providing you some cushion should you need to miss class on the day of a quiz. Once quizzes are passed out and students begin them, I reserve the right to not pass out any additional quizzes.

**Short paper:** To help you more deeply connect with the information in the course, you will be required to complete one short paper. In this short paper, you will have an opportunity to explore the application of communication technologies in our daily lives. The paper is due in class on **Tuesday, Nov. 13**. Late assignments will be downgraded one letter grade per day. Further details about the project will be announced in class and be available on Canvas.

**Research Participation:** This course is enrolled in the School of Communication's C-REP participant pool. C-REP is designed to give students direct exposure to the topics, goals, methods, and ethical issues of communication research. You can participate in C-REP studies to earn extra credits in the course. One research credit in C-REP corresponds to 2 points in this course; therefore, to receive the maximum possible 6 points you need to complete 3 research credits. You should definitely NOT wait until the last minute to sign up for participation because people tend to procrastinate and research opportunities will be limited. In fact, it is probably wise to complete your C-REP requirement as early as possible in the semester when you have more time. Note that the same C-REP participation cannot be counted for more than one course. To sign up for studies, go to the website <https://osucomm.sona-systems.com/>. If you have questions about C-REP, email Shannon Poulsen ([poulsen.6@osu.edu](mailto:poulsen.6@osu.edu)).

**COURSE POLICIES**

**Make-Up Exams:** Make-up exams will not be given except in cases of extreme, unforeseen, and convincingly documented emergencies (notification within 24 hours of the exam time is required) or official University related absences (instructor must be notified at least two weeks in advance). Your instructor reserves the right to determine what qualifies as extreme and what documentation is

required. Unacceptable excuses include, but are not limited to: having a cold, being out of town, oversleeping, having to work, not being able to find a parking space, car trouble, and flight delays or cancellations.

**Attendance:** Attendance (both physical and mental) is key to your success in this class. Your grade is largely contingent on your continued presence in class. Listen, take notes, and ask questions. If you miss class for whatever reason, it is your responsibility to obtain notes from a classmate; the instructor will not provide notes in any circumstance and slides are not posted on Canvas. If you miss class, you will not be able to make up any in-class work or extra credit opportunities.

**Disruptions:** Disruptions and distractions (including talking during lecture; text messaging or other phone use; nonclass computer activity; or reading nonclass materials), threatening behavior, and negative participation (e.g., use of inappropriate language or derogatory speech) will not be tolerated. Any student who engages in such behavior may be asked to leave class, suffer grade penalties, and be reported to the School of Communication Director, the Dean of Students, and/or University Police.

**Email and Canvas:** For this course, you are required to have online access regularly (i.e., at least 2-3 times a week). Updates to the course schedule or readings will be announced in class and also on Canvas; it is your responsibility to stay apprised of these changes.

**Challenging a Grade:** We do not discuss individual grades in the classroom. To challenge a grade, you must meet the instructor or TA during office hours or make an appointment *within one week* of the grades being posted on Canvas. Please note that a challenge may result in grades being raised or lowered. Also note that grading is an exercise in professional judgment that we take very seriously. We spend large amounts of time developing and grading assignments, and we do not arrive at grade decisions haphazardly. In this regard, do not challenge a grade unless you truly believe there is a legitimate problem with our decision.

\*\*\*Please note that your final grade is final. Do not ask me to reconsider your grade when the semester is over; applying subjective standards after the fact invalidates the standards applied to the class and is unfair to every student. It is your responsibility to keep up with readings and lecture, track your performance, and make timely adjustments well before the end of the semester.

**Technology:** Students are NOT allowed to take photographs, record video, or record audio during class. Laptops and tablets should be used only for note taking and class related activities. Failure to comply with these policies will result in point deductions.

**Academic Integrity:** 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/>.

**Mental Health:** As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down,

difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. The Ohio State University offers services to assist you with addressing these and other concerns you may be experiencing. If you or someone you know are suffering from any of the aforementioned conditions, you can learn more about the broad range of confidential mental health services available on campus via the Office of Student Life's Counseling and Consultation Service (CCS) by visiting [ccs.osu.edu](https://ccs.osu.edu) or calling [614-292-5766](tel:614-292-5766). CCS is located on the 4th Floor of the Younkin Success Center and 10th Floor of Lincoln Tower. You can reach an on call counselor when CCS is closed at [614-292-5766](tel:614-292-5766) and 24 hour emergency help is also available through the 24/7 National Suicide Prevention Hotline at 1-800-273-TALK or at [suicidepreventionlifeline.org](https://suicidepreventionlifeline.org).

**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.

**Disability 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 immediately so that we can privately discuss options. To establish reasonable accommodations, I may request that you register with Student Life Disability Services. 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](https://slds.osu.edu); 098 Baker Hall, 113 W. 12<sup>th</sup> Avenue.

**Disclaimer:** The information provided in this syllabus constitutes a list of basic class policies. I reserve the right to modify this information when deemed necessary for any reason. You will be notified in class, via email, and/or on Canvas if and when any changes occur.

## Tentative Course Schedule

Week	Date	Topic	Required Reading	Assignment
1	8/21	Syllabus and course overview	Syllabus	
	8/23	The changing media	Ch. 1	
2	8/28	Media and society	Ch. 2	
	8/30	Diffusion of innovations	<i>Diffusion of Innovations</i> Ch. 6	
3	9/4	Diffusion of innovations cont.	<i>Diffusion of Innovations</i> Ch. 7	
	9/6	Newspapers	Ch. 4	
4	9/11	Radio	Ch. 7	
	9/13	Television	Ch. 9	
5	9/18	Music & Film	Ch. 6 & 8	
	9/20	Exam Review		
6	9/25	<b>Exam 1</b>		
	9/27	Theories of mass communication	Ch. 15	
7	10/2	The Internet	Ch. 10; Walther & Jang (2012)	
	10/4	Social Media	Ch. 10	
8	10/9	CMC theories	Walther et al. (2015) chapter	
	10/11	<i>Fall Break (No Class)</i>		
9	10/16	CMC theories cont.	Walther et al. (2015) chapter	
	10/18	CMC theories cont.	DeAndrea (2014)	
10	10/23	The third screen	Ch. 11	
	10/25	Exam Review		
11	10/30	<b>Exam 2</b>		
	11/1	Human computer interaction		
12	11/6	Video games	Ch. 12	
	11/8	<i>Instructor at NCA (No class)</i>		
13	11/13	Advertising and new media	Ch. 14	Short paper due
	11/15	eHealth	Grant & Meadows (2014) chapter	
14	11/20	Media policy and law	Ch. 16	
	11/22	<i>Thanksgiving Day (No class)</i>		
15	11/27	Media ethics	Ch. 17	
	11/29	Global media	Ch. 18	
16	12/4	Exam Review		

**Final Exam: Friday Dec 7 4:00pm-5:45pm**