

Syllabus

COMM 2540: Introduction to Communication Technology (Hybrid Delivery) Autumn 2018

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Office Hours: Mondays 9:30am – 11:00am and by appointment

CLASS MEETING

Mondays & Wednesdays, 11:30am – 12:25pm in Baker Systems Engineering Building, Room 120

REQUIRED MATERIALS

Westerman, D., Bowman, N. D., & Lachlan, K. A. (2017). *Introduction to mediated communication: Social media and beyond* (2nd Ed.). Dubuque, IA: Kendall Hunt. (ISBN: 978-1-5249-1234-5)

Note: You may purchase an electronic version of the text at roughly 50% of the cost directly from the publisher by visiting [this link](#).

I will provide other required media content, materials, and readings via Carmen throughout the semester.

COURSE DESCRIPTION & GOALS

This course is an introduction to major communication technologies and how people interact with and use them. Over the semester, we will discuss a range of older, contemporary, and emerging media. We will be considering and discussing the varying impact communication technologies have had on society, relationships, and individuals.

- Students will learn about the characteristics, functionality, and usage of communication technologies; a focus will be placed on identifying the unique properties of new communication technologies.
- Students will increase their knowledge of communication technology adoption and policy making.
- Students will increase their knowledge of the societal implications of traditional, new, and emerging communication technologies. Content will focus on historic, political, economic, relational, and psychological effects.

- Students will apply existing theory and research findings to better understand (1) their own use of communication technology, and (2) the possible effects of their technology usage.

TEACHING APPROACH

My leadership and instruction in the classroom is an important part of my role as a professor here at The Ohio State University. This course serves as an introduction to better understanding our information rich world – one that increasingly demands knowledge and skills in effectively engaging with communication technology. This makes for a course that will likely resonate with you on a personal level and a fun one for me to teach! Despite being a fun course, I maintain high standards for my own performance as the instructor and, consequently, will ask the same of you. Success in any undertaking requires consistent dedication and learning in your college classes is no different. The grade you earn in this course will reflect your effort. If you find yourself struggling to achieve what you are here to accomplish then *please* come speak with me so that I might help you strategize your approach to my class. My door is open.

Some of the topics we will cover might make you uncomfortable. I encourage you to get out of your comfort zone (within reason) and learn something new. Some topics might be controversial and you might find yourself disagreeing with me – wonderful! I strive to highlight the value of course topics by discussing how they matter in cultural, historic, economic, political, and practical contexts. I invite my students of all backgrounds and perspectives to engage with me in conversation in class or during office hours. We can learn a great deal by communicating.

ASSIGNMENTS

- **Reading Quizzes (Q):** Completing quizzes in Carmen is one way to earn points in the course. The quizzes will be open book/notes and cover material from the textbook and readings. Students may use any materials related to the course to complete the quizzes. Some of the material on the quizzes may reappear on exams. Quizzes will release and remain open for you to complete at your convenience before one of two deadlines (see course schedule). The quiz description in Carmen will state which material each quiz covers.
- **Group Introduction:** As part of the hybrid delivery in this course, I will assign you to a small group in which you will publicly post online a reflection or reaction on a weekly basis in Carmen. You will also be responsible for participating in online discussion on a weekly basis. But before that, I'd like you to introduce yourself to your group! I will provide specific instructions in Carmen.
- **Reflections and Reactions (R&R):** Each week I will provide a prompt that will require something different of you. For instance, you might watch a video, play a game, or read an article. Then, you will respond online to the prompt publicly in your group. Specific instructions will accompany each R&R. R&Rs prompts will release each weekend and the R&R responses will be due on Wednesdays at 11:59pm. You will see that there are eleven R&Rs – I will drop your lowest grade (or you can opt to skip one without penalty).

- **Group Discussion Participation:** Each week, you will be responsible for reading and responding to one of your fellow group members' R&Rs by the Mondays following the corresponding R&R at 11:59pm. Each week you will have a different partner randomly assigned and listed in Carmen. The idea is to generate a thoughtful feedback and discussion about examples of course concepts and share thoughts on some of the issues and topics discussed in class. It is also a way to see hear from peers who may have different backgrounds or perspectives than you. Your grade on these assessments will be participation based. If your assigned partner did not complete a submission, contact Shelby Wilcox for a re-assignment of partner (wilcox.307@osu.edu).
- **Exams:** I will administer two exams each containing some combination of multiple choice, true/false, and matching style questions. Material on the exams will primarily cover the section of the course leading up to the exam. However, given the cumulative nature of the course content, it is crucial you understand the prior concepts in order to apply them to later concepts. Questions will include material covered in lecture and in the readings. I will design the questions to assess your definitional understanding of course content and ability to accurately apply, interpret, and evaluate human communication and behavior through the lens of course concepts.
- **Extra Credit:** Students may earn up to five points of extra credit by participating in ongoing research in the School of Communication. One hour of research participation is equal to one point of extra credit. You must complete all participation by 11:59 on December 5, 2018 to earn credit. A non-research participation alternative is available if you wish to earn extra credit, but do not wish to participate in or are ineligible to participate in a research study. The C-REP information document available in Carmen has more details about research participation.

GRADING

The grade for this course is based on 10 reading quizzes, group introductions, 10 reflections and reactions, weekly participation in your online group, and 2 exams. All students in this course begin with 0 points earned. The successful completion of assignments earns credit toward 200 points (100%).

Item	Point value	Total Points	Percentage
Reading Quizzes	4 points each	40	20%
Group Introduction	2 points	2	1%
Reflections & Reactions	3 points each	30	15%
Participation in Online Group	Participation based	28	14%
Exams	50 points each	100	50%
Total for 100% Score in Course		200	
C-REP Extra Credit	1 credit = 1 point	5 points	
Total Possible		205	

To calculate your percentage grade on any item, simply divide the number of points you earned by the points possible. Below are the point ranges for each corresponding course letter grade determined by OSU standards. I will not round grades – do not ask.

A 93.00-100%	B 83.00-86.99%	C 73.00-76.99%	D 60.00-66.99%
A- 90.00-92.99%	B- 80.00-82.99%	C- 70.00-72.99%	E 0-59.99%
B+ 87.00-89.99%	C+ 77.00-79.99%	D+ 67.00-69.99%	

COURSE POLICIES

- Email policy:** In general, students should refer first to the course syllabus and modules in Carmen for due dates, assignment details, and other course information. Please reserve email and Carmen messages when possible for extenuating circumstances and points of administrative concern. Students should direct messages to the course graduate assistant, Shelby Wilcox (wilcox.307@osu.edu). Students are welcome to email me (lynch.659@osu.edu) to set up an appointment to discuss issues related to the course if they are unable to attend my office hours (no appointment necessary). In any email communication, students must put “COMM2540” in the subject line and demonstrate professional courtesy in their message. Email or Carmen messages that do not adhere to this policy may not receive a response.
- Attendance, tardiness, and disruptions:** Attendance does not factor in to your final grade. I highly recommend attending class as most of the lecture material will not be available in print. Tardiness or leaving class early is unacceptable as it disrupts the learning experience of your colleagues. In the event that you must enter or leave the classroom during lecture, do so as quickly and quietly as possible. I will not tolerate disruptions to my classroom (both online and in the classroom) including talking during lecture, non-academic technology use, threatening behavior, or inappropriate language/derogatory speech. I expect that all students in this course will maintain civility, professionalism, and decorum while in the classroom and in our online interactions. I reserve the right to dismiss any student who is non-compliant with this policy. Additionally, I reserve the right to report disruptive students to the Dean of Students and/or University Police.
- Late submissions:** All deadlines are firm. Given the nature of the assessments and the significant flexibility built in to the structure of the course, I will not accept late submissions for any reason. If your personal circumstances are extenuating enough to result in your inability to meet a deadline, you may schedule an appointment to discuss the possibility of an accommodation to this policy. I will not look kindly on requests made simply due to lack of preparedness or professionalism.
- Missed exam:** You cannot earn points for an exam you miss. All exam dates are firm, so students should plan to be in class on time those days. In the event that students miss an exam, they should

see me in person during office hours or by appointment to discuss an alternative accommodation. In some circumstances, I may allow students to earn the points for the missed exam.

- ***Use of technology in the classroom:*** Students may use laptops and tablet devices for academic purposes during class. I will dismiss any student disrupting or distracting others (including me) with their technology use during lecture.
- ***Use of technology outside of the classroom:*** Outside of the classroom, this will be a technology rich class because it is a hybrid delivered course. For example, students will use Carmen to post their Reflections and Reactions and participate in discussions on a weekly basis. To navigate the online portion of this class, students should look at the Module section in Carmen. All assignments, readings, and quiz releases will appear there. Students must also regularly check their OSU email account and the Carmen course page for information, materials and updates.
- ***Grading disputes:*** Grading is, like many things in life, a subjective activity. If you feel that I have undervalued your effort, you may always make an appeal to me to reconsider your grade. To enter into a grade dispute, you must submit a written statement to me with 1) the specific reasons for your grade challenge and 2) what specific change you are requesting of me. You may only appeal a grade within 1 week of grade release as documented in Carmen. I will not discuss your grade with you before, during, or following class for privacy and clarity in our communication.
- ***Tentative nature of syllabus:*** This syllabus represents an agreement between the students and the instructor, Dr. Teresa Lynch. Students enrolled in this class agree to the terms of the syllabus and understand that the policies, schedule, and deadlines outlined within it are subject to the instructor's modification (with notice via Carmen to students).

OSU POLICIES OBSERVED IN THIS COURSE

- ***Academic misconduct.*** All work should be your original work. You must use citations when presenting ideas that are not your own using APA style. You must complete all submitted work by yourself. You may not reuse work from a past or current semester. 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/>
- ***Disability services.*** Students with disabilities (including mental health, chronic or temporary medical conditions) that have been certified by the Office of Student Life Disability Services will be appropriately accommodated and should inform the instructor as soon as possible of their needs. The Office of Student Life Disability Services is located in 098 Baker Hall, 113 W. 12th Avenue; telephone 614- 292-3307, slds@osu.edu; slds.osu.edu. *Students with a documented*

disability should meet with me privately during the first three weeks of class to coordinate reasonable accommodations.

- ***Sexual misconduct/relationship violence.*** 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.
- ***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.
- ***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.
- ***Student life issues:*** 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 are or someone you know is 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 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.
- ***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>

Week Date	Topic Reading	Assignment
Week 1-2 8/22	Introduction & Overview <i>Syllabus</i>	
Week 2-1 8/27	Communication & Technology <i>MC Ch. 1</i>	Quiz 1 released
Week 2-2 8/29	Grand Innovations & The Internet <i>MC Ch. 2</i>	Quiz 2 released; Group Intro due
Week 3-1 9/3	<i>Labor Day – No class</i>	
Week 3-2 9/5	Dystopias & Utopias <i>Jarvis</i>	R&R1 due
Week 4-1 9/10	Bubbles & News <i>MC Ch. 5 and 11 (pp. 167 – 169)</i>	GD1 due; Quiz 3 released
Week 4-2 9/12	Ethics & Regulation <i>Reading TBA; Guest speaker Professor Nicholas L. Matthews, Ph.D.</i>	R&R2 due
Week 5-1 9/17	Surveillance & Security <i>Larson</i>	GD2 due
Week 5-2 9/19	Governance & Waves <i>Spar</i>	R&R3 due; Quiz 4 released
Week 6-1 9/24	Connection & Activism <i>Tufekki</i>	GD3 due
Week 6-2 9/26	Neutrality & Innovation <i>Reading TBA; Guest speaker Ryland Sherman, J.D., Ph.D.</i>	R&R4 due
Week 7-1 10/1	Adoption & Diffusion <i>MC Ch. 3</i>	GD4 due; Quiz 5 released
Week 7-2 10/3	Access & Ability <i>MC Ch. 4</i>	R&R5 due
Week 8-1 10/8	Divides & Consequences <i>Reading TBA</i>	GD5 due
Week 8-2 10/10	Catch-up & Review	Q1-5 due 10/12
Week 9-1 10/15	Exam I	
Week 9-2 10/17	Alone & Together <i>MC Ch. 7</i>	R&R6 due; Quiz 6 released
Week 10-1 10/22	Identity & Impressions <i>Reading TBA</i>	GD6 due
Week 10-2 10/24	Love & Sex <i>MC Ch. 8</i>	R&R7 due; Quiz 7 released

Week 11-1 10/29	Deception & Trust <i>Reading TBA</i>	GD7 due
Week 11-2 10/31	Learning & Influencing <i>MC Ch. 6</i>	R&R8 due; Quiz 8 released
Week 12-1 11/5	Stereotypes & Tropes <i>Greene; Millet</i>	GD8 due
Week 12-2 11/7	Leisure & Entertainment <i>MC Ch. 12 and Ch. 13</i>	R&R9 due; Quiz 9 released
Week 13-1 11/12	<i>Veteran's Day – No class</i>	GD9 due
Week 13-2 11/14	Vulnerable & Lonely <i>Bowman; Flood; Osmanovic & Pecchioni</i>	R&R10 due; Quiz 10 released
Week 14-1 11/19	Bullies & Trolls <i>Graham; Selkie</i>	GD10 due
Week 14-2 11/21	<i>Thanksgiving Break – No class</i>	
Week 15-1 11/26	Avatars & Agents <i>Chambers; TBA</i>	R&R11 due
Week 15-2 11/28	Augmenting & Digitizing <i>Singer; TBA</i>	GD11 due; Q6-10 due 11/30 at 11:59pm
Week 16-1 12/3	Catch up day and review for Exam II	
Week 16-2 12/5	Exam II	