

**Communication 2540:
Introduction to Communication Technology
Spring 2016**

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[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:

Straubhaar, J., LaRose, R., & Davenport, L. (2014). *Media now: Understanding media, culture, and technology* (9th Ed.). Boston, MA: Wadsworth.

Other required readings will be available on Carmen

Assignments & Their Point Values

Exam 1	100 points
Exam 2	100 points
Exam 3	100 points
In-class quizzes	50 points
Total	350 points

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% = E

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.

In-class 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 in-class 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 in-class assignments. 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 an in-class quizzes. Once in-class quizzes are passed out and students begin them, I reserve the right to not pass out any additional quizzes.

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 emotionally distraught, 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 Carmen. If you miss class, you will not be able to make up any in-class work or extra credit opportunities.

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 4 points in this course; therefore, to receive the maximum possible 12 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 Aysenur Dal at dal.1@buckeyemail.osu.edu.

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 Carmen: 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 Carmen; 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 Carmen. 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.

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: Plagiarism, cheating, and other misconduct are serious violations of your contract as a student. I expect that you will know and follow the University's policies on cheating and plagiarism. All students are subject to the student code of conduct (see http://studentaffairs.osu.edu/resource_csc.asp), including the student code of academic integrity. Violations of the code will result in severe penalties in this course and all violations will be reported to the School of Communication and the Committee on Academic Misconduct. Ignorance about plagiarism and cheating is NOT an acceptable excuse.

Disability Accommodations: If you anticipate the need for accommodations to meet the requirements of this course, please contact the Office for Disability Services, Pomerene Hall, Room 150, or phone (614) 292-3307. Students with documented disabilities can meet with me privately within the first three weeks of class to coordinate reasonable accommodations.

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 Carmen if and when any changes occur.

Course Schedule

Week	Date	Topic	Required Reading
1	1/13	Syllabus and course overview	Syllabus
	1/15	The changing media	Ch. 1
2	1/20	Media and society	Ch. 2
	1/22	Media and society cont.	Diffusion of Innovations
3	1/27	Newspapers	Ch. 4
	1/29	Radio	Ch. 6
4	2/3	Television	Ch. 8
	2/5	Music & Film	Ch. 5 & 7
5	2/10	Exam Review	
	2/12	Exam 1	
6	2/17	Theories of traditional media	Ch. 14
	2/19	Theories of traditional media cont.	Ch. 14
7	2/24	Web 1.0, 2.0, & 3.0	Walther & Jang (2012)
	2/26	CMC theories	Walther (2015) chapter
8	3/2	CMC theories cont.	Walther (2015) chapter
	3/4	CMC theories cont.	DeAndrea (2014)
9	3/9	Human computer interaction	
	3/11	Phone and tablets	Ch. 12
10	3/16	SPRING BREAK	
	3/18	SPRING BREAK	
11	3/23	Exam Review	
	3/25	Exam 2	
12	3/30	Video games	Ch. 13
	4/1	Virtual environments	Ivory: Virtual Worlds Ch. 1
13	4/6	Social media	Ch. 9
	4/8	Advertising and new media	Ch. 11
14	4/13	eHealth	Grant & Meadows (2014) chapter
	4/15	Privacy and cyber-security	Ch. 15
15	4/20	Dark side of com. tech.	
	4/22	Exam Review	

Final Exam: Wednesday, April 27th 10:00 am – 11:45 am