

COMM 1101 – History of Communication
Hybrid Delivery, Spring 2016
MW 10:20-11:15, Hitchcock Hall 131

Disabilities: 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.**

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.

Instructor:

Melissa Abo (abo.1@osu.edu)
307 Journalism Building
Office hours by appointment

TAs:

Guanjin Zhang
zhang.1830@osu.edu
Office hours online
Mon/Tues 11:30-1:30

Min Jeong
mj.com1101@gmail.com
Office hours online
Wed/Thurs 11:30-1:30

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.

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.). 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 Videos and Lectures:

Lectures will primarily take place in the class, but additional lectures may be presented online. The online lectures will use OSU's mediasite format for viewing. Please make certain you can access mediasite this week so that you 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 and audio equipment. It is not feasible for I or any of the TAs to help you with technical problems. This is a hybrid course, so it is your responsibility to make sure you have proper access to the Internet. **University Tech support can sometimes help you (614-688-HELP), and I will have a section on Carmen for students to share with each other technical problems they've had and how to overcome them. But please do NOT email myself or the TAs with technical problems. Also, please be aware that under no circumstances will technical problems be an accepted excuse for late work.** You will have all of the assignments well in advance, and I highly recommend you turn your work in early and check to

make sure it uploaded. Please do not email myself or the TAs to make sure your work uploaded properly. You can check this yourself in Carmen.

Additionally, regarding online lectures/videos, 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.

Course Requirements:

Books:

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

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* (2nd Edition). Bloomsbury.

Assignments and Exams:

There are weekly quizzes and 3 writing assignments. C-REP research participation is also required. We will have 100 points possible in the class. Your points are allocated as follows:

<u>Requirement</u>	<u>Points/Percent of Final Grade</u>
Quizzes	39 (14 quizzes, lowest score dropped, all worth 3 points)
Submit Final Paper Topics	5 (2.5 points each)
C-REP	5
Interview Assignment	15
Paper #1 (Technological Determinism)	18
Paper #2 (Media Issues)	18
Total Points	100

*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.

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. I will provide a check list for assignments that you can print out if you'd like and check items off as we go. Previous students have found this helpful.

Additionally, I recommend signing up for email notifications for when there are announcements on Carmen.

Late work: Late work will not be accepted without documentation of severe illness or emergency. *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.

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 quarter so that alternative arrangements can be made

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.

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 (<https://ocio.osu.edu/help>) 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!**

Grade Disputes: 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. If you are disputing your grade on one of the written 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.

Page Limits: Papers with page limits must use APA formatting (12-point, Times New Roman font, 1 inch margins) and must adhere to the page limits.

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. You should only be contacting your TA if your question is of a personal nature.

Problems in Understanding Course Content or Assignments: Contact your TA if it's a personal issue. Check the discussion board if not.

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 Melissa Abo

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

A through K:

contact Min Jeong,

mj.com1101@gmail.com,

office hours online Wed/Thurs 11:30-1:30

K through Z:

contact Guanjin Zhang,

zhang1830@osu.edu,

office hours online Mon/Tues 11:30-1:30

Tentative Course Schedule (I reserve the right to change this schedule as deemed appropriate)

Week	Dates	Topic	Assignments and Due Dates	Check Box
1	Jan 9	Introductions	Introductions, talk about Carmen and the syllabus	
	Jan 11	Chapter 1	Lecture on Living in a Media World	
		Outside class	The quiz about the syllabus and submitting your paper topics are due by 11:59pm Jan 16	
2	Jan 16	MLK Day, no classes	No class today	
	Jan 18	Chapter 2	Lecture on Mass Communication Effects	
		Outside class	Quiz for week 2 (covering weeks 1- 2 lecture, the Prologue and Chapter 1 of The Shallows) is due by 11:59pm Jan 23	
3	Jan 23	Chapter 3	Lecture: The Media Business	
	Jan 25	Concepts	Lecture: Key concepts related to the study of Communication History. A lot of the material for this lecture, as well as many other lectures, are from sources outside your textbook.	
		Outside class	Watch Killswitch. Quiz (covering Killswitch, Week 3 lecture and Chapter 2 of The Shallows) is due by 11:59pm Jan 30th	
4	Jan 30	Chapter 4	Lecture: Books	
	Feb 1	Concepts	Lecture: Printing	
		Outside class	Quiz for Week 4 (covering Week 4 lecture and Chapter 3 of The Shallows) is due by 11:59pm Feb 6 th	
5	Feb 6	Chapter 5	Lecture: Magazines	
	Feb 8	Concepts	Lecture: The Commercial and Industrial Media Revolution, Photography	
		Outside class	Quiz (covering Week 5 lecture and Chapter 4 of The Shallows) is due by 11:59pm Feb 13	
6	Feb 13	Chapter 6	Lecture: Newspapers	
	Feb 15	Concepts	Lecture: Print Media in the 20 th and 21 st Centuries	
		Outside class	Quiz (covering Week 6 lecture and Chapter 5 of The Shallows) is due by 11:59pm Feb 20	

7	Feb 20	Chapter 7	Lecture: Audio PLEASE REMEMBER THIS LECTURE IS ONLINE TODAY. YOU CAN FIND IT IN THE "MODULES" SECTION OF CARMEN. We will not be meeting in person for class today or on February 22 nd .	
	Feb 22	Concepts	Telegraph, Telephone, Radio: PLEASE REMEMBER LECTURE IS ONLINE TODAY. YOU CAN FIND IT IN THE "MODULES" SECTION OF CARMEN. We will not be meeting in person for class today.	
		Outside class	Quiz (covering Week 7 lecture and Chapter 6 of The Shallows) is due by 11:59pm on Feb 27 as is the Interview Assignment	
8	Feb 27	Chapter 8	Lecture: Movies	
	Mar 1	Concepts	Lecture: Cinema	
		Outside class	Watch A Trip to the Moon. Quiz (covering A Trip to the Moon, week 8 lecture and Chapter 7 of The Shallows) is due by 11:59pm on March 6 th	
9	Mar 6	Chapter 9	Lecture: Television	
	Mar 8	Concepts	Lecture: Television Part II	
		Outside class	Quiz (covering week 9 lecture and Chapter 8 of The Shallows) is due by 11:59pm March 13	
	Mar 13-17	Spring Break	No classes	
10	Mar 20	Chapter 10	Lecture: Online Media	
	Mar 22	Concepts	Computers	
		Outside class	Quiz (covering Week 10 lectures and Chapter 9 of The Shallows) is due at 11:59pm March 27. Paper #1 due 11:59pm March 27th as well.	
11	Mar 27	Chapter 11	Lecture: Advertising	
	Mar 29	Concepts	Advertising and Public Relations concepts	
		Outside class	Quiz (covering Week 11 lecture and Chapter 10 of The Shallows) is due at 11:59pm April 3 rd .	
12	Apr 3	Chapter 12	Lecture: Public Relations	
	Apr 5	Concepts	Digital Networks	
		Outside class	Quiz (covering Week 12 lecture and the Epilogue of The Shallows) is due by 11:59pm Apr 10 th	

13	Apr 10	Chapter 13	Lecture: Media Law	
	Apr 12	Concepts	Lecture: Critical Media Evaluation	
		Outside class	Quiz (on Week 13 lecture) is due by 11:59pm Apr 17	
14	Apr 17	Chapter 14	Lecture: Media Ethics	
	Apr 19	Chapter 15	Lecture: Global Media	
		Outside class	Quiz (on Week 14 lecture) is due by 11:59pm April 24	
15	Apr 24 (last class)	Review	Lecture: Review	
	Apr 26 (finals)	Paper #2	Paper #2 is due by April 26 th at 11:59pm	

Basically:

Weeks 1-3: Core Concepts

Weeks 4-6: Print Media

Week 7: Audio Media

Weeks 8-9: Visual Media

Weeks 10-12: Digital Media

Weeks 13-15: Law, Ethics, and Global Media