

# Syllabus

## COMM 2540: Introduction to Communication Technology (Hybrid Delivery) Spring 2019

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**Instructor:** Dr. Teresa Lynch  
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**Office:** 3045D Derby Hall  
**Office Hours:** Thursdays 10:30am – 11:30am; Fridays 2:00pm – 3:00pm

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### CLASS MEETING

Wednesdays & Fridays, 12:40pm – 1:35pm in 209 W. 18<sup>th</sup> Ave Room 160

### REQUIRED MATERIALS

Westerman, D., Bowman, N. D., & Lachlan, K. A. (2017). *Introduction to mediated communication: Social media and beyond* (2<sup>nd</sup> 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 release dates and due dates and remain appear in the course schedule portion of the syllabus. 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 and I would like you to introduce yourself to your group. I will provide specific instructions in Carmen. This will be the only official assignment for the groups online, but the discussion forum where you will submit these introductions will be a place where you can ask one another questions about the course, compile notes, and work through the study guides for the exams together.
- **Reflections and Reactions (R&R):** Most weeks I will provide a prompt that will require something different of you to do online as part of the hybrid component of this class. For instance, you might watch a video, play a game, or read an article. Then, you will write up a reflection on the material based on a prompt I provide. R&Rs prompts will release Saturday mornings at 12am; due dates for the R&Rs appear in the course schedule portion of the syllabus. You will see that there are ten R&Rs. Each week you will receive full points (i.e., 3/3) if you submit writing for the R&R or a zero if you do not. I will **randomly select** five of the ten of the

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R&Rs **without notice** and grade those five for content. I will provide a general rubric in Carmen describing the criteria used for grading. Of the five graded R&Rs, I will drop your lowest grade.

- **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 April 19, 2019 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 reaction submissions, 4 graded reflections and reaction submissions, and 2 exams. All students in this course begin with 0 points earned. The successful completion of assignments earns credit toward 200 points (100%).

<b>Item</b>	<b>Point value</b>	<b>Total Points</b>	<b>Percentage</b>
Reading Quizzes	4 points each	40	20%
Group Introduction	4 points	4	2%
Submitted Reflections & Reactions	3 points each	30	15%
Graded Reflections & Reactions	10 points each	40	20%
Exams	43 points each	86	43%
<b>Total for 100% Score in Course</b>		<b>200</b>	

C-REP Extra Credit	1 credit = 1 point	5 points
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<b>Total Possible</b>	<b>205</b>
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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%	
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## COURSE POLICIES

- **Email policy:** In general, students should refer first to the course syllabus in Carmen for due dates, assignment details, and other course information. Please reserve email messages when possible for extenuating circumstances and points of administrative concern. Please do not use Carmen messaging for communicating as I do not check this regularly and it is unreliable. Students are welcome to email me ([lynch.659@osu.edu](mailto: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 (first-come, first-served, no appointment necessary). In any email communication, students must put “COMM2540” in the subject line and demonstrate professional courtesy in their message. Email 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 the exams primarily draw on lecture material. 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:** I will accept late submissions, but with the penalties detailed below assigned:
  - -25% on work 1 minute to 23 hours late
  - -50% on work turned in 24 to 47 hours late
  - -75% on work turned in 48 to 71 hours late
  - Work submitted 72 or more hours late will receive an automatic 0
- **Missed exam:** All exam dates are firm and I do not offer make-up exams, so students should plan to be in class on time those days. If your personal circumstances are extenuating enough to result in your inability to attend class the day of the exam, you may schedule an appointment to discuss the possibility of an accommodation to this policy. Students should note that in the event that I accept an excuse for missing an exam, they will not take a make-up, but instead will take an alternate, short answer form of assessment. I will not look kindly on requests made simply due to lack of preparedness or professionalism.
- **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.

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- ***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 on a weekly basis. To navigate the online portion of this class, students should look at the syllabus 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.
- ***Professionalism:*** You must ensure that the work you submit is correct and submitted. Turning in corrupted, improperly formatted, or late submissions is unacceptable. You are responsible for ensuring that you complete your work according to the stipulated guidelines and properly submit it with time to account for technology failures.
- ***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](mailto:slds@osu.edu); [slds.osu.edu](http://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](mailto: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](http://ccs.osu.edu) or calling [614-292-5766](tel:614-292-5766). CCS is located on the 4th Floor of the Younkun 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](http://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>

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<b>Week Date</b>	<b>Topic Reading</b>	<b>Assignment</b>
Week 1-1 1/9	Introduction & Overview <i>Syllabus</i>	
Week 1-2 1/11	Communication & Technology <i>MC Ch. 1</i>	Quiz 1 and Group Intro due 1/13 at 11:59pm
Week 2-1 1/16	Grand Innovations & The Internet <i>MC Ch. 2</i>	
Week 2-2 1/18	Dystopias & Utopias <i>Jarvis</i>	Quiz 2 and R&R1 due 1/20 at 11:59pm
Week 3-1 1/23	Adoption & Diffusion <i>MC Ch. 3</i>	
Week 3-2 1/25	Access & Ability <i>MC Ch. 4</i>	Quiz 3 and R&R2 due 1/27 at 11:59pm
Week 4-1 1/30	Bubbles & News <i>MC Ch. 5 and 11 (pp. 167 – 169)</i>	
Week 4-2 2/1	Surveillance & Security <i>Larson</i>	Quiz 4 and R&R3 due 2/3 at 11:59pm
Week 5-1 2/6	Connection & Activism <i>Tufekci</i>	
Week 5-2 2/8	Ethics & Regulation <i>Reading TBA</i>	R&R4 due 2/10 at 11:59pm
Week 6-1 2/13	Governance & Waves <i>Spar</i>	
Week 6-2 2/15	Divides & Consequences <i>Reading TBA</i>	Quiz 5 and R&R5 due 2/17 at 11:59pm
Week 7-1 2/20	Neutrality & Innovation <i>Finley, Guest speaker Ryland Sherman, J.D., Ph.D.</i>	
Week 7-2 2/22	Catch-up & Review	
Week 8-1 2/27	Exam I	
Week 8-2 3/1	Learning & Influencing <i>MC Ch. 6</i>	Quiz 6 and R&R6 due 3/3 at 11:59pm
Week 9-1 3/6	Stereotypes & Tropes <i>Greene; Millet</i>	
Week 9-2 3/8	Alone & Together <i>MC Ch. 7</i>	Quiz 7 and R&R7 due 3/10 at 11:59pm
Week 10 3/13, 3/15	✂ <i>SPRING BREAK</i> ✂	
Week 11-1 3/20	Love & Sex <i>MC Ch. 8</i>	

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Week 11-2 3/22	Identity & Impressions <i>Grabmeier; Guest speaker Shelby Wilcox</i>	Quiz 8 and R&R8 due 3/24 at 11:59pm
Week 12-1 3/27	Deception & Trust <i>Reading TBA</i>	
Week 12-2 3/29	Leisure & Entertainment <i>MC Ch. 12 and Ch. 13</i>	Quiz 9 and R&R9 due 3/31 at 11:59pm
Week 13-1 4/3	Vulnerable & Lonely <i>Bowman; Flood; Osmanovic &amp; Pecchioni</i>	
Week 13-2 4/5	Bullies & Trolls <i>Graham; Selkie</i>	Quiz 10 and R&R10 due 4/7 at 11:59pm
Week 14-1 4/10	Avatars & Agents <i>Chambers; Guest speaker Michael Gilbert</i>	
Week 14-2 4/12	Augmenting & Digitizing <i>Singer</i>	
Week 15-1 4/17	Catch up day and review for Exam II	
Week 15-2 4/19	Exam II	