

COMM 1101 – History of Communication (SU15)

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Office Hours: Monday 10am-12pm (office) | Thursday 12pm-2pm (online) | Other times by appointment

Course description: The course will overview the major developments – theoretical and technical – in communication, with a particular focus on mass communication. The impact of significant technical and cultural changes will be considered, as will the issue of and for media literacy in today's world. This course fulfills the GE Social Science – Individuals and Groups requirement.

Expected Learning Outcomes:

1. Students understand the theories and methods of social scientific inquiry as they apply to the study of individuals and groups.
 - This will be fulfilled initially by considering what is meant by mass communication, and considering the impact of different communication mediums with reference to communication theories. Some consideration of important research will occur, which will include the methods utilized. This is assessed through exams, quizzes and discussion posts.
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.
 - Focus throughout will be made to how and why specific communication mediums impact the lives of those who utilize them, positively or negatively. This will invariably compare cultures which are high or low in their typical media usage. This is assessed through discussion posts and the final short paper.
3. Students comprehend and assess individual and group values and their importance in social problem solving and policy making.
 - This will be fulfilled by focusing on public policy implications on communication mediums, and the matter of media freedom and regulation. This will be assessed through exams, quizzes and discussion posts.

Students with disabilities: This syllabus is available in alternative formats upon request. 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 is encouraged to contact me privately to discuss your specific needs, or contact the Office for Disability Services to coordinate your documented disabilities. The Office of Disability Services are located at 150 Pomerene Hall, 1760 Neil Avenue, and can be reached at 292-3307 (TDD: 292-0901).

Course Requirements:

- **Baran, S.J. (2016). *Introduction to Mass Communication: Media Literacy and Culture* [with Connect access], 9th ed. New York: McGraw-Hill.**
NOTE: it is essential you have this edition, and Connect access, in order to complete quizzes and other assignments. An eBook-only version, which gives you access to Connect is available at a discount (\$85) from <http://connect.mheducation.com/connect/shortUrl.do?accessUrl=s-lavis-comm-1101>
- **Additional course readings and materials**, available via Carmen.
- **Access to a working computer/laptop with high-speed internet connection.** This course is taught exclusively online. It is the student's responsibility to ensure that their equipment is in working order and they know how to use it, as well as having a back-up plan in case something goes wrong.

Methods of Assessment:

Assignment	Grade %	Due date
Midterm #1 This will cover all content from weeks 1 through 5.	20%	Fr 6/10
Midterm #2 This will cover all content from weeks 6 through 10.	20%	Fr 7/15
C-REP Participation All students enrolled in COMM 1100 and 1101 are required to participate in the School of Communication's Research Experience Program – see below.	5%	Mo 6/20, 9pm & Fr 7/29, 9pm
Reading Quizzes There will be 4 reading quizzes over the summer, at the end of weeks 3, 5, 7 and 9. <u>These are distinct from the end of chapter practice quizzes</u> , and are clearly marked as an assessment. Your lowest quiz grade will be dropped.	15%	Various
Group Discussion Posts * There will be 4 group discussion post assignments, at the end of weeks 2, 4, 6 and 8. In your groups of four members you will jointly discuss the topic at hand, and then produce a 1 page response collating your ideas – see below.	15%	Various
Short Paper * Instead of a final exam, you will write a short paper (3-4 pages) responding to one of a set of potential questions revisiting themes from the class. More information will be provided closer to the deadline.	15%	Fr 7/29, by 11:59pm
Engagement As an online alternative to attendance/participation, up to 10% of your grade can be achieved through class engagement – see below.	10%	Ongoing

*** Specific guidance on this assignment, including rubrics, will be available on Carmen later this spring.**

Grading policy: the standard OSU grading scale will used for assessments on this course, namely:

A	93-100%	B	83-86%	C	73-76%	D	60-66%
A-	90-92%	B-	80-82%	C-	70-72%	E	Below 60%
B+	87-89%	C+	77-79%	D+	67-69%		

Note: I can only give you the grade you have earned. *There will be no rounding of final grades*, no matter how close you are. If you are concerned about your grades, be proactive and make an appointment so that we can discuss your progress so far, and identify ways to improve going forward – initiative pays off!

C-REP Participation:

All students in COMM 1101 must participate in the Communication Research Experience Program (“C-REP”). C-REP is designed to give students direct exposure to the topics, goals, methods, and ethical issues of communication research. The purpose of this requirement is to teach you about the empirical research that is conducted in the field of communication by giving you first-hand experience as a participant. Your participation in C-REP counts for 5% of your course grade in this course, and this is **NOT** extra credit.

Participation can take the form of:

- Completing FIVE hours of C-REP research studies, **OR**
- Completing FIVE C-REP alternative written assignments, **OR**
- Completing a combined total of FIVE hours of research studies and alternative writing assignments.

A few general notes about your C-REP participation:

- **You must complete at least 2.5 hours by 9pm on Monday June 20th** (although you are welcome to complete more than 2.5 hours by this initial deadline).
- **You must complete all participation by 9pm on Friday July 29th.**
 - Note: you should NOT wait until the last minute to sign up for studies – there may not be many left by the end of the semester especially. Every semester a handful of students are unable to complete all 5 hours because they leave it too late to sign up for studies. If you put yourself in this situation, there is nothing I can do to rectify it.
- Additionally, **no more than 2.5 of your hours can be completed via online studies**. The other 2.5 credits must be completed either in lab-based sessions or (because this is an online class and you may be unable to travel to campus) alternative writing assignments.
 - Note: the deadline for requesting alternative writing assignments is Wednesday July 29th.

For information on completing your C-REP requirement, see the relevant documents on Carmen.

Reading Quizzes:

Reading quizzes will take place at the end of weeks 3, 5, 7 and 9, and will cover content from that week and the previous week. Quizzes will be 10 questions long, randomly selected from a pool of potential questions, and you will be able to attempt each quiz twice (note: you will not necessarily get the same questions the second time around). There will be a 15 minute time limit for each quiz. You are welcome to complete these quizzes open book – however, you are unlikely to have time to research all questions within the time limit so it will be necessary for you to be familiar with the content and review ahead of your attempts. Your top three quiz scores will contribute towards your final grade; your lowest score will be dropped.

Group Discussion Posts:

After all students have completed the week 1 questionnaire, you will be sorted into groups of four based on your best weekly availability to complete group work. Group discussion post assignments will take place at the end of weeks 2, 4, 6 and 8, and will feature a prompt which relates to the topic covered either that week or the previous week. Every member of the group will take turns to “lead” their group. Leadership will involve two tasks: firstly, leaders will encourage conversation within the groups private discussion board by posing questions/follow up ideas; second, they will put together a one-page summary of the groups discussion, and post it both on the public discussion board for that week and in the Carmen dropbox. *For more information on the group discussion posts, see the relevant section on Carmen.*

Short Paper:

Rather than a final exam, your final assessment will take the form of a short 3-4 page paper answering one from a small set of potential questions. You will need to cite at least three sources, two of which cannot be the class text or online lectures. More information will be released closer to the deadline.

Class Engagement:

Whilst the online nature of this class presents a number of differences from a regular class setting – some beneficial, some which need to be navigated – one of the biggest challenges is finding ways to have students engage meaningfully with others, expose themselves to the opinions of others and see the class content from other perspectives. However, this is far from impossible in an online course, and in fact research has shown that students who are highly engaged in online courses do just as well, if not better, than in a physical class.

Therefore, part of your grade is determined by your engagement with the material and with other students in the course, beyond your group discussion posts. Engagement will be determined as follows:

- **2.5%** will be earned through a mandatory introduction survey, which must be completed by 11:59pm on Sunday May 15th.
- **Up to 7.5%** will be earned through engaging in a variety of the following actions:
 - Commenting on the discussion posts of other groups with a reaction, response or (civil and constructive) critique.
 - Completing LearnSmart quizzes for the assigned textbook chapters on Connect as a review aide (note: LearnSmart quizzes are different from reading quizzes).
 - Responding to discussion prompts posed during the weekly lecture videos.

I won't be telling you exactly how much you need to complete to get full points, as this "number" will result in people only giving the minimum effort needed. These engagement tasks are intended to enrich your experience. As a guide, completing (on average) at least 2 of these engagement activities each week will equate to a good level of class engagement.

Midterms:

Two online midterm exams will be held over the summer session. They will each be 30 questions long, and you will have 45 minutes to complete it in. Unlike quizzes, you will only have one attempt to complete each midterm. Because there is no way to prevent students from using their notes or textbook in an online examination, these exams are open-book. However, please be aware of the time limit: you have less time than you might in a seated exam because you won't have to rely entirely on recall. You will not have time to look up individual answers, so familiarity with the content will be essential, as will clear and well organized notes.

Technology:

As a general rule, technical failure does not constitute an excuse for submitting work late. This rule is more important with online courses. You are, per the course requirements section above, obligated to have regular access to a working computer or laptop and high-speed internet access (for the purpose of viewing course lectures). It is the student's responsibility to make sure that their devices are in working order, which includes hardware and software.

Technical problems which are documented by the University's Office of the Chief Information Officer (https://osuitsm.service-now.com/selfservice/system_status) will be permitted as these are outside of your control. If you experience a problem with an OSU system (email, Carmen) which OCIO have not reported, it will be your responsibility to raise a ticket with them. Only after they confirm your situation was out of your control will an accommodation be made. Note that a situation like this is extremely rare – a lot of resources go in to making these systems operate correctly.

If you find yourself experiencing a technical issue that impacts your ability to take part in essential class activities, your first response should be to make alternate arrangements. You should email me only where this is not possible, at which point accommodations may be made, dependent of the circumstances.

General Course Policies:

1. **Email Policy:** Because of the size of this class, and the tendency for the affordances that email communication provides us to both limit meaningful contact and stop up from seeking out information which is readily available, I have a limited email policy which has proven successful in past courses. I hold regular office hours – in office and online – which should be utilized, and there is a discussion post thread for general questions. Queries which students can answer themselves (check the syllabus first!) will be ignored.

Ideally, email should be limited to request a meeting time or to give me a heads up that you are coming in to discuss something in particular. Such emails should include a brief description of your issue/question, and either the office hours you will be attending or some times when you can meet, if you are unable to attend the scheduled times. I will respond to confirm a mutual time.

Note: this policy is not designed to limit or inhibit contact – quite the opposite. It is designed, and has proven to be successful in, promoting both student independence and meaningful interaction. I will happily make accommodations to this policy, however, for students registered with Student Life Disability Services (SLDS) for whom travelling to an additional location is problematic.

If the reason for your contact cannot wait until the next office hours, you are welcome to email me and I will respond as appropriate within 24-48 hours. It is your responsibility to ensure, whether emailing or coming to office hours, that you are not leaving contact to the last possible moment. Emailing an instructor an hour before an assignment is due does not shift responsibility to them.

2. **Assistance:** If there are circumstances that are affecting your performance in this class, you should inform me of them as soon as possible. Ultimately, there may or may not (but probably will) be things I can do to assist you ahead of time, but out of fairness to your peers there is very little I can do after the fact (such cases are referred to Student Advocacy).

I can try to help you understand the material before assignments are due, but I will not change your grade afterwards. It is always better to come to me with problems or suggestions early, so that I am able to do something about it. Please email to set up an appointment if this is the case.

3. **Classroom Conduct:** The classroom – whether physical or virtual – is a space for learning and exploring ideas in an open, safe environment. This is only possible if we are respectful of one another, even where we disagree. Harassment, intimidation, discrimination, and any other disruptive behavior will not be tolerated. Please treat each other as you would like to be treated, and let me know if you have any concerns.
4. **Deadlines and Late Submissions:** Deadlines are non-negotiable, except in the instance of university-recognized circumstances. Work which is submitted after the deadline but before 24 hours have passed will lose 10%; work submitted between 24 and 48 hours late will lose 20%. Work submitted after 48% will not be graded and the student will forfeit those points.
5. **Grade challenges:** grade challenges must be made *within one week* of the grade being posted, so make sure you check grades regularly. To challenge, send an email detailing your grievance.

Technology Help:

For help with your password, university e-mail, Carmen, or any other technology issues, questions, or requests, contact the OSU IT Service Desk. Standard support hours are available at

<https://ocio.osu.edu/help/hours>, and support for urgent issues is available 24x7.

- Self-Service and Chat support: <http://ocio.osu.edu/selfservice>
- Phone: 614-688-HELP (4357)
- Email: 8help@osu.edu

Academic Misconduct

All students at the Ohio State University are bound by the Code of Student Conduct (see <http://studentaffairs.osu.edu/csc/>). Violations of this code in this class, especially pertaining to 3335-23-04 on Academic Misconduct will be aggressively prosecuted through the procedures the university has set up to deal with violations of the Code. You are responsible for being familiar with the Student Code, and ignorance of the Code is not an excuse for violating it. Examples of violation of the Code of Student Conduct includes cheating on exams (e.g., such as using cheat sheets, providing answers to or receiving answers from another student, sending or receiving electronic communications pertaining to examinable material during the exam period).

If I believe you have violated the Code of Student Conduct, I am obligated by university rules to report my suspicions to the Committee on Academic Misconduct (COAM: see <http://oaa.osu.edu/coam.html>).

At no point am I afforded the opportunity to make a judgment about whether the matter warrants further investigation or if it should be let off with a warning – these are determinations to be made by COAM only.

If COAM determines you have violated the University's Code of Student Conduct, the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University.

Office Hours:

I will have office hours twice a week. On Mondays, my office hours will be held in my office, Derby 3049; on Thursdays, my office hours will be held online via CarmenConnect (<http://carmenconnect.osu.edu/>). You can access this resource using your OSU name.# and requires a small applet. There is an Adobe Connect Diagnostic Test link on the homepage (before logging in) which you should run before trying to use this service for the first time.

It is not necessary to book a time for office hours, though keep in mind that there are a lot of students in this class so you might need to wait if a few show up/log in at the same time. As a courtesy, please email be ahead of office hours if you want to go through an assignment you've had graded, so that I can review it quickly ahead of time – this will save you time as well as me.

Check Carmen before trying to utilize online office hours – I will post there if there should any issues with the Carmen Connect arise, and what alternatives are available if that case arises.

Carmen:

As you may or may not be aware, the university's learning management system, Carmen, is undergoing a transition from one software to another. The existing Carmen engine (D2L) is being gradually phased out over the next 12 months, and starting this summer, courses are gradually moving over to the new engine. This is powered by Canvas, and whilst ultimately the name of the system won't change, there you might see it referred to as Carmen Canvas.

For this class I have decided to stay with the old system (D2L) so you won't see any change there.

However, when you first log in to Carmen, you will be taken to a new "smart landing page" which will direct you to your course pages on whichever system they're hosted.

I mention this because whilst there should be very little impact to you this summer, it is possible that there will be technical problems along the way. If you have issues getting to the Carmen page for this class, you must report this to the Office of the Chief Information Officer – as much as I'd like to help, I am not the right place to seek this help out. Once you have reported the issue, please email me so that I know what's going on – but I should be your second contact. It's a good idea to make a note of my email, and save this syllabus to your computer/laptop/cloud storage.

Tentative Schedule

(any changes will be communicated via email and Carmen announcements)

Week	Topic	Reading(s)	Assignment(s) This Week
Week 1	Introduction to the Course	Syllabus	Introduction Survey
Week 2	Intro to Mass Communication	Ch. 1, 2	Group Post 1
Week 3	Books	Ch. 3, "Future of Books"	Quiz 1
Week 4	Newspapers and Magazines	Ch. 4, 5	Group Post 2
Week 5	Radio and audio	Ch. 7	Quiz 2 Midterm 1
Week 6	Film	Ch. 6, Payne Fund Reading	Group Post 3
Week 7	Television	Ch. 8, "Screening America"	C-REP 50% deadline Quiz 3
Week 8	Video Games	Ch. 9, "Video Games"	Group Post 4
Week 9	The Internet and Social Media	Ch. 10, "Internet Regulation"	Quiz 4
Week 10	Media and Society	Ch. 14	Midterm 2
Week 11	Global Media	Ch. 15, "Cultural Imperialism"	
Week 12	Final Papers – no lecture videos	Ch. 13	Final C-REP deadline Final paper