

# COMM 2540: Introduction to Communication Technology

SUMMER 2016 [online]

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**OFFICE HOURS:** by appointment / Monday and Wednesday 9:00 AM – 3:00 PM EST

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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.

[Additional readings and lecture materials will be posted on Carmen.]

## **GRADING:**

<b>Grade</b>	<b>Percent</b>	<b>Points</b>
A	93-100%	278-300
A-	90-92%	269-277
B+	87-89%	260-268
B	83-86%	248-259
B-	80-82%	239-247
C+	77-79%	230-238
C	73-76%	218-229
C-	70-72%	209-217
D+	67-69%	200-208
D	60-66%	179-199
E	Below 60%	Under 178

[Please note that your final grade is final. Do not ask to reconsider your grade when the semester is nearing the end or over. Requests of this nature will not be considered. Applying subjective standards after the fact invalidates the standards applied to the class and is unfair to every student.]

**ASSIGNMENTS:**

<b>Quizzes</b> 30 points each x 6 quizzes [Lowest score is dropped.]	150 points (50%)
<b>Rapid Reports</b> 20 points each x 5 Rapid Reports	100 points (33%)
<b>Final Synthesis Paper</b>	50 points (17%)

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**TOTAL**
**300 POINTS**

[A detailed description of each written assignment will be provided on Carmen.]

**POLICIES AND EXPECTATIONS:****Email Policy and Carmen**

Since this is an online course, you are required to have online access on a frequent basis. All updates to the course will be announced via email and/or on Carmen. It is your responsibility to check these platforms regularly. Please carefully read the syllabus to keep up on due dates and responsibilities. For consistency over the summer term, every graded item will be due on Wednesday. Quizzes will be administered on every other Wednesday on Carmen. Written papers will always be due by Wednesday by midnight in the Carmen dropbox. Email correspondence may be used to communicate with your instructor or teaching assistant. Emails should be written using standards of courtesy (e.g., address, proper tone, signature) or they will not receive a response. This is a communication technology course: Communicate effectively and professionally via email.

**Course Readings and Audio Lectures**

Please complete the assigned readings by Wednesday of each week. The expectation is that the reading is complete to either take your quiz or submit your written assignment. In addition to the reading, audio lectures will be provided to aid in your understanding of the content. All audio lectures will be posted on Carmen on a weekly basis. Reading the textbook and listening to lectures are critical to your success on quizzes and written papers.

**Quizzes**

All quizzes will be administered on Carmen. The quizzes are designed to assess your understanding of the readings and audio lectures. Every other Wednesday, you will be required to take a quiz showing your mastery of the course content. All quizzes are announced and available on your weekly schedule. These quizzes cannot be made up and must be completed on Wednesday. Quizzes will open every other Wednesday at 12:00 AM EST and close at 11:59 PM EST. You have 24 hours to complete the quiz. The quizzes are non-cumulative, which means they will only cover two weeks of content at most. You have 45 minutes to answer 30 questions. You may use notes; however, the quizzes are timed allowing for minimal searching (about 1 minute and 30 seconds per question). The format of quizzes will be in one of two forms: multiple-choice and true/false questions. Prepare accordingly. There will be a total of 6 online quizzes throughout the summer term. Each question is worth 1 point. I will drop your lowest score at the end of the term providing you some cushion.

**Rapid Reports**

Rapid Reports are designed to explain your understanding of the various topics covered in a written format. There will be several short papers (about 1-3 pages in length). A prompt will be posted on Carmen. You will be expected to formulate a detailed typed response and submit it to the Carmen dropbox by Wednesday at midnight on the assigned due date. You will have 1 week to complete the paper. The writing prompt and grading rubric will be posted on Carmen every other week.

**Final Synthesis Paper**

Your final for this class will involve writing 4-5 pages on a communication technology topic. You will reflect on what you have learned over the various readings, audio lectures, and your own personal experience. You will be expected to cite some current literature in your paper using Google Scholar or the OSU Library database: <https://library.osu.edu/>. More specific details will be posted on Carmen.

**Late Written Assignments**

Written assignments must be submitted by Wednesday at midnight on the assigned due date. You have at least 1 week to complete each paper; thus, no excuses will be accepted. Assignments will be accepted late; however, there will be grade penalties of 10% for one day late, 20% for two days late, and no credit for anything submitted three or more days late. Make your best effort to submit assignments on the due date.

**University Approved Excuse Policy**

Quizzes must be taken during the scheduled time on Wednesday. The dates are clearly identified on the course schedule. The quiz may only be made up if (a) arrangements for a make-up quiz are made in advance and (b) proper university documentation is provided. No make-up quizzes will be allowed without a university approved excuse.

**Grade Challenging Policy**

The instructor is willing to discuss grades with students. To challenge a grade, you must make an appointment with instructor during office hours within 1 week of the assignment being graded. The student must (a) present concerns via email and (b) attach the graded work. Please note that a challenge may result in grades being raised or lowered.

**Plagiarism**

Written papers are to be individually developed. Using another person's work or using large verbatim sections of information from the work of another will be considered plagiarism. Students who have plagiarized will be reported to the Dean and penalized. The penalty is severe. A grade of 0 points will be given for the assignment and possibly failure of the entire course. If unsure, give credit to your source and/or consult instructor or teaching assistant.

**Academic Misconduct**

"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://studentaffairs.osu.edu/info\\_for\\_students/csc.asp](http://studentaffairs.osu.edu/info_for_students/csc.asp))."

## Disability Services

“Students with disabilities that have been certified by the Office for Disability Services will be appropriately accommodated, and should inform the instructor as soon as possible of their needs. The Office for Disability Services is located in 150 Pomerene Hall, 1760 Neil Avenue; telephone 292-3307; TDD 292-0901; <http://www.ods.ohio-state.edu/>.”

## Summer 2016 Semester Tentative Weekly Schedule

Week	Date	Topic	Readings	Assignments
1	W 5/11	<b>Welcome and Introduction</b>		
		The Changing Media	Ch. 1	
		Media and Society	Ch. 2	
2	W 5/18	<b>Print Media</b>		Quiz #1 (Ch. 1, 2)
		Books and Magazines	Ch. 3	
		Print to Digital Newspapers	Ch. 4	
3	W 5/25	<b>Audio Media</b>		Rapid Report #1
		Recorded Music	Ch. 5	
		Radio	Ch. 6	
4	W 6/1	<b>Visual Media</b>		Quiz #2 (Ch. 3-6)
		Film and Home Video	Ch. 7	
		Television	Ch. 8	
5	W 6/8	<b>Business and Media</b>		Rapid Report #2
		Public Relations	Ch. 10	
		Advertising	Ch. 11	
6	W 6/15	<b>Video Games</b>	Ch. 13	Quiz #3 (Ch. 7-8, 10-11)
7	W 6/22	<b>Media Uses and Impacts</b>	Ch. 14	Rapid Report #3
8	W 6/29	<b>The Internet</b>	Ch. 9	Quiz #4 (Ch. 13, 14)
9	W 7/6	<b>CMC and SNS</b>		Rapid Report #4
		CMC Theories	Walther (2011)	
		Web 2.0 and Interactive Media	Walther & Jang (2012)	
10	W 7/13	<b>Multi-Tasking and Psychology</b>		Quiz #5 (Ch. 9)
		The Third Screen: Smartphones and Tablets	Ch. 12	
		Facebook and Self-Esteem	Gonzales & Hancock (2011)	
11	W 7/20	<b>Dark Side of Comm Tech</b>		Rapid Report #5
		Romantic Relationships and SNS	Fox & Anderegg (in press)	
		“Her” (2013) [the movie]		
12	W 7/27	<b>Finals</b>		Quiz #6 (Ch. 12)
				Final Synthesis Paper

[This syllabus is an agreement between the instructor and student. The information provided in this syllabus constitutes a list of basic course policies. The instructor reserves the right to modify this information when deemed necessary for any reason. You will be notified via email and/or on Carmen if and when any changes occur.]