



# **SYLLABUS: COMM 2540 INTRODUCTION TO COMMUNICATION TECHNOLOGY ONLINE SUMMER 2017**

**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.**

## **Instructor**

Instructor: Emma Fete

Email address: fete.3@osu.edu

Online office hours: T 10-12am TH 6-8pm or by appointment.

Teaching Assistant: Chris Loiewski

Email address: loiewski.1@buckeyemail.osu.edu

Online office hours: M/W 4-6pm or by appointment.

## **Course catalog description**

Current problems of the technologies markets and policies of new and developing media. This course will be delivered entirely online. Prereq: Not open to students with credit for 240.

## **Course learning outcomes**

By the end of this course, students should successfully be able to:

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.

## Course materials

### Required

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.]

## Course technology

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.

- **Carmen:**
  - Carmen, Ohio State's Learning Management System, will be used to host materials and activities throughout this course. To access Carmen, visit [Carmen.osu.edu](https://carmen.osu.edu). Log in to Carmen using your name.# and password. If you have not setup a name.# and password, visit [my.osu.edu](https://my.osu.edu).
  - Help guides on the use of Carmen can be found at <https://resourcecenter.odee.osu.edu/carmen>
  - **This online course requires use of Carmen (Ohio State's learning management system) and other online communication and multimedia tools. If you need additional services to use these technologies, please request accommodations with your instructor.**
    - [Carmen accessibility](#)
- **Secured Media Library:**
  - Media materials for this course will be made available via the Secured Media Library. [go.osu.edu/SecuredMediaLibrary](https://go.osu.edu/SecuredMediaLibrary)
  - To obtain additional help for use of the Secured Media Library, please email [emedialib@osu.edu](mailto:emedialib@osu.edu)
  - Frequently Asked Questions and support can be found at <https://resourcecenter.odee.osu.edu/secured-media-library>
- **Carmen Connect**
  - Office hours will be held through Ohio State's conferencing platform, Carmen Connect. A separate guide to accessing Carmen Connect and our office hours is

posted on the course Carmen page under Files. Our room can be accessed at <http://carmenconnect.osu.edu/comm2540/>

- Students may use the audio and video functions if a webcam and microphone are available. If not, there is still a chat function within Carmen Connect for the student to live chat with the professor or TA in the virtual office hours room.
- Help guides on the use of Carmen Connect can be found at <https://resourcecenter.odde.osu.edu/carmenconnect>
- **Mediasite:**
  - Mediasite is Ohio State’s Lecture Capture System. Lectures will be recorded through Mediasite and posted to the course Carmen page.
  - Help guides on the use of Mediasite can be found at <https://resourcecenter.odde.osu.edu/mediasite>
- **Self-Service and Chat support:** <http://ocio.osu.edu/selfservice>
- **Phone:** 614-688-HELP (4357)
- **Email:** [8help@osu.edu](mailto:8help@osu.edu)
- **TDD:** 614-688-8743

### Baseline technical skills necessary for online courses

- Basic computer and web-browsing skills
- Navigating Carmen

### Necessary equipment

- Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection

### Necessary software

- Word processor with the ability to save files under .doc, .docx, .rtf, or .pdf. Most popular word processing software programs including Microsoft Word and Mac Pages have these abilities.
- OSU students have access to Microsoft Office products free of charge. To install, please visit [https://osuitsm.service-now.com/selfservice/kb\\_view.do?sysparm\\_article=kb04733](https://osuitsm.service-now.com/selfservice/kb_view.do?sysparm_article=kb04733)

## Grading and faculty response

### Grades

<u>Assignment or category</u>	<u>Points</u>
Quizzes	80 (20 each)/ 26.7%

Through Carmen and made available for 24 hours. 5 total with the lowest score dropped.	
Bi-weekly Reports	150 (30 each)/ 50%
Final Synthesis Paper	70/ 23.3%
<b><u>Total</u></b>	<b><u>300 Points and 100%</u></b>

*See course schedule, below, for due dates*

## **POLICIES AND EXPECTATIONS:**

### **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 by the due date. The quizzes will be opened in advance to allow you to work ahead if desired, but will only remain open until the due date, every other Wednesday at 11:59 PM EST. 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.

### **Bi-weekly Reports**

Bi-weekly Reports are designed to explain your understanding of the various topics covered in a written format. These will be several short papers (around 1-2 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 are always welcome to work ahead if desired, however the due dates ARE NOT NEGOTIABLE, barring extreme unforeseen circumstances. The writing prompts and grading rubric will be posted on Carmen.

### **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 assignments

Written assignments must be submitted by Wednesday at midnight on the assigned due date. You will have access to them from the beginning of the course and are always allowed to work ahead; thus, no excuses will be accepted, barring extreme circumstances. Assignments will not be accepted late. Make your best effort to submit assignments on the due date. 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 quiz or writing assignment accepted with no penalty after the upload box closes. Please note that OCIO staff are able to see when you last logged in, what Carmen pages you navigated to, and how long you were on each page.

## Grading scale

93–100: A  
90–92.9: A-  
87–89.9: B+  
83–86.9: B  
80–82.9: B-  
77–79.9: C+  
73–76.9: C  
70–72.9: C-  
67–69.9: D+  
60–66.9: D  
Below 60: E

**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.

## Faculty feedback and response time

I am providing the following list to give you an idea of my intended availability throughout the course. (Remember that you can call **614-688-HELP** at any time if you have a technical problem.)

### Live Conferences

I will be available for a one hour live conference via the CarmenConnect function twice a week, **Tuesdays at 10am and Thursdays at 7pm.**

### Grading and feedback

For large weekly assignments, you can generally expect feedback within **7-10 days.**

## E-mail

I will reply to e-mails within **24 hours on school days**.

## Discussion board

Myself or the TA will check and reply to messages in the discussion boards every **24 hours on school days**.

# Attendance, participation, and discussions

## Student participation

Because this is a distance-education course, your attendance is based on your online activity and participation. The following is a summary of everyone's expected participation:

- **Online Readings:**

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, content slideshows will be provided to aid in your understanding of the content. Reading the textbook and following to the slideshows are critical to your success on quizzes and written papers.

- **Live Conferences:**

In order to assist your learning, I will be available for live conferencing via the CarmenConnect function twice a week, Tuesdays at 10am and Thursdays at 7pm. These provide opportunities for live lecturing, answering content questions, and offering examples or more in-depth examination. They also allow me to provide direct feedback according to your needs and your progress in the course. These are not office hours, where we can discuss personal issues like grades or problems, but rather online lecture time, where your interactions can benefit your progress with the course content and possibly other students as well.

- **Submissions and Emails:**

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.

- **Office hours:**

We are available to help you to learn, understand, and grow as individuals. If your question is something that you believe may be of interest to others in the class, please join the Live Conferences, or post to the “Ask the instructor” discussion board. Office hours are digital via email, Carmen messages, or CarmenConnect.

## Discussion and communication guidelines

The following are my expectations for how we should communicate as a class. Above all, please remember to be respectful and thoughtful.

- **Tone and civility:** Let's maintain a supportive learning community where everyone feels safe and where people can disagree amicably. Remember that sarcasm doesn't always come across online. The instructor and TAs work very hard to provide a positive learning experience. Please keep this in mind and remain civilized and respectful in your email and discussion board communications.
- **Citing your sources:** When we have academic discussions, please cite your sources to back up what you say. (For the textbook or other course materials, list at least the title and page numbers. For online sources, include a link.)

## Other course policies

### 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>

### Student Services

The Student Service Center assists with financial aid matters, tuition and fee payments. Please see their site at: <http://ssc.osu.edu>

### 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.

## 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.

## Title IX

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)

## Academic integrity policy

### Policies for this online course

- **Assignments and quizzes:** You must complete the assignments and quizzes yourself, without any external help or communication.
- **Written assignments:** Your written assignments, including discussion posts, should be your own original work. In formal assignments, you should follow **APA** style to cite the ideas and words of your research sources. You are encouraged to ask a trusted person to proofread your assignments before you turn them in--but no one else should revise or rewrite your work.
- **Reusing past work:** In general, you are prohibited in university courses from turning in work from a past class to your current class, even if you modify it. If you want to build on past research or revisit a topic you've explored in previous courses, please discuss the situation with me.

### 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://studentlife.osu.edu/csc/>



## Accessibility accommodations for students with disabilities

### Requesting accommodations

The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know via email immediately so that we can privately discuss options. You are also welcome to register with Student Life Disability Services to establish reasonable accommodations. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. SLDS contact information: [slds@osu.edu](mailto:slds@osu.edu) ; 614-292-3307; [slds.osu.edu](http://slds.osu.edu) ; 098 Baker Hall, 113 W. 12th Avenue.

## Course schedule (tentative)

<u>Week</u>	<u>Due Dates</u>	<u>Topics, Readings, Assignments, Deadlines</u>
<u>1</u>		<p><u>Topic: Welcome and Introduction</u></p> <p><u>Reading: Syllabus</u></p> <p><u>Due: Introduction Discussion Post, Syllabus and Canvas Quiz</u></p>
<u>2</u>	<u>5/17</u>	<p><u>Topic: The Changing Media/ Media and Society</u></p> <p><u>Reading: Chapter 1-2 (pgs. 3-62)</u></p>
<u>3</u>	<u>5/24</u>	<p><u>Topic: Print Media</u></p> <p><u>Reading: Chapters 3- 4 (pgs. 63-140)</u></p> <p><u>Due: Quiz 1</u></p>
<u>4</u>	<u>5/31</u>	<p><u>Topic: Audio Media</u></p> <p><u>Reading: Chapter 5-6 (pgs. 141-196)</u></p> <p><u>Due: Weekly Report #1: New Media vs. Convention Technology</u></p>
<u>5</u>	<u>6/7</u>	<p><u>Topic: Visual Media</u></p>

		<p><u>Reading: Chapters 7-8 (pgs. 197-268)</u></p> <p><u>Due: Quiz 2</u></p>
<u>6</u>	<u>6/14</u>	<p><u>Topic: Business and Media</u></p> <p><u>Reading: Chapter 10-11 (pgs. 307-370)</u></p> <p><u>Due: Weekly Report #2: Audiovisual Media Evaluation</u></p>
<u>7</u>	<u>6/21</u>	<p><u>Topic: Video Games</u></p> <p><u>Reading: Chapter 13 (pgs. 401-426)</u></p> <p><u>Due: Quiz 3</u></p>
<u>8</u>	<u>6/28</u>	<p><u>Topic: Media Use and Impacts</u></p> <p><u>Reading: Chapter 14 (pgs. 427-472)</u></p> <p><u>Due: Weekly Report #3: Business and Media</u></p>
<u>9</u>	<u>7/5</u>	<p><u>Topic: The Internet</u></p> <p><u>Reading: Chapter 9 (pgs. 269-306)</u></p> <p><u>Due: Quiz 4</u></p>
<u>10</u>	<u>7/12</u>	<p><u>Topic: CMC and SNS</u></p> <p><u>Reading: Walther, 2011; Walther &amp; Jang, 2012 (Posted on Carmen)</u></p> <p><u>Due: Weekly Report #4: The Internet</u></p>
<u>11</u>	<u>7/19</u>	<p><u>Topic: Multitasking and Psychology</u></p> <p><u>Reading: Chapter 12 (pgs. 371-400); Gonzales &amp; Hancock, 2011 (Posted on Carmen)</u></p> <p><u>Due: Quiz 5</u></p>
<u>12</u>	<u>7/26</u>	<p><u>Topic: Dark Side of Comm Tech</u></p> <p><u>Reading: Fox &amp; Anderegg (in press)</u></p> <p><u>Movie: "Her" (2013)</u></p> <p><u>Due: Weekly Report #5: CMS and SMS</u></p> <p><u>Final Paper Assigned 7/26</u></p>
<u>Exam Week</u>		<p><u>Final Paper Due 8/2 at 11:59pm</u></p>