

SYLLABUS: COMM 1101-0020 (22917)

HISTORY OF COMMUNICATION

(3 CREDITS)

SPRING 2024

TU/TH 12:45PM TO 2:05PM

HITCHCOCK HALL 131

Instructor Contacts

Matthew Grizzard, PhD (grizzard.6@osu.edu)

Office Hours: Monday 10am through Zoom (see Carmen for Zoom link). Office hours also available by appointment.

Teaching Assistant/Course Administrator: Damien Short (short.443@buckeyemail.osu.edu)

Office Hours: Thursday 10am through Zoom (see Carmen for Zoom link).

Graders:

- Kriselle Bellini (bellini.11@buckeyemail.osu.edu)
- Gwen Wojtkun (wojtkun.4@buckeyemail.osu.edu)

Communication Policies

The enrollment size of this course requires certain policies be in place for efficient communication. See the chart below for contacts regarding specific topics.

<u>Question Topic</u>	<u>Who and How to Contact</u>
Upcoming Assignments	Post your question to the Carmen Discussion Board.
Lecture Materials	Post your question to the Carmen Discussion Board.
"I missed class and want to know what I missed."	Ask a fellow student for notes.
Personal/Private Concerns	Attend Dr. Grizzard's office hours
Grade Concerns	Attend Damien Short's office hours
C-REP	Email Jessica Ryu (ryu.205@buckeyemail.osu.edu)
Technical Issues	Call the IT Service Desk at 614-688-4357

Course Overview

In this course, we'll survey the history of human communication from the beginning of spoken and written communication to modern mediated and mass communication. Modern humans have existed on earth for several 100,000 years, yet our ability to communicate through written communication is only around 5,000-6,000 years old, and the communication technologies that have made the Internet possible have existed for only the last 100 years or so. How did humanity progress from cave paintings to the modern Internet and what were the steps along the way? This is the major question we'll address in this course.

Format of Instruction

This course is a large enrollment course and will be delivered in lecture format. Class will meet in person on Tuesdays and Thursdays during the 2024 spring semester from 12:45pm to 2:05pm in 131 Hitchcock Hall (see "Course Schedule" in this document for specific meeting times). Lecture may include in-class activities (such as "think-pair-share") and polls/quizzes through Tophat in order to facilitate student engagement.

General Education Course

COMM 1101 is a General Education (GE) course. The course fulfills the GE category GEN Foundation "Social and Behavioral Sciences" as well as the legacy GEL Category "Social Science: Individuals and Groups." Please see below for information regarding the goals and expected learning outcomes related to each as well as a description of how the course satisfies these goals and meets the expected learning outcomes.

Goals of the GEN Foundation: Social and Behavioral Sciences:

- (1) Successful students will critically analyze and apply theoretical and empirical approaches within the social and behavioral sciences, including modern principles, theories, methods, and modes of inquiry.
- (2) Successful students will recognize the implications of social and behavioral scientific findings and their potential impacts.

Expected Learning Outcomes of the GEN Foundation: Social and Behavioral Sciences:

Successful students are able to:

- 1.1 Explain basic facts, principles, theories, and methods of social and behavioral science.
- 1.2. Explain and evaluate differences, similarities, and disparities among institutions, organizations, cultures, societies, and/or individuals using social and behavioral science.
- 2.1. Analyze how political, economic, individual, or social factors and values impact social structures, policies, and/or decisions.
- 2.2. Evaluate social and ethical implications of social scientific and behavioral research.
- 2.3. Critically evaluate and responsibly use information from the social and behavioral sciences.

Goals of the GEL Category Social Science: Individuals and Groups

Students understand the systematic study of human behavior and cognition; the structure of human societies, cultures, and institutions; and the processes by which individuals, groups, and societies interact, communicate, and use human, natural, and economic resources.

Expected Learning Outcomes of the GEL Category Social Science: Individuals and Groups

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.

Satisfying Expected Learning Outcomes:

To fulfill these goals and satisfy the expected learning outcomes, the course will provide introductory knowledge essential for the systematic study of human behavior and cognition through the social science discipline of communication. Thus, the course content will review the history of human communication focusing on the development of major advances in communication technologies (e.g., the development of written language; the introduction of the printing press). The course will describe and explore the impact of how the introduction of these technologies altered political, social, economic, individual, and ethical concerns within human society through a social and behavioral science lens. Comparisons of the similarities and differences of the impacts of various communication technologies will be explored (e.g., the introduction of the printing press democratized knowledge in a manner similar to Web 2.0). The epistemological assumptions of communication research and central findings as they relate to course topics will be described for students. The knowledge imparted through the course content will provide students with the ability to critically evaluate and responsibly use information from the social and behavioral sciences in general, and the discipline of communication specifically.

Students' mastery will be assessed through a variety of assignments including quizzes, exams, in-class discussions/activities, and papers.

Course Description

The course examines the history of communication through three sections, each devoted to a specific time in human history. Section I (Week 1-5) covers humanity during prehistory and includes (a) how communication is defined in the social science literature, (b) the interactive influence of communication technologies on societies, (c) psychological capacities when communication technologies are present versus absent, and (d) the development of written communication. Section II (Week 6-9) covers humanity from the development of writing (circa 6000 BCE) to the beginning of the 20th century and includes (a) comparisons between manuscript cultures and print cultures, (b) the impact of the development of scrolls and codices, (c) the printing press and how industrialization of printing altered societal functioning, and (d) the foundations of modern communication technologies (e.g., telegraphy, photography, broadcasting) and their influence on society. Section III (Week 11-15) covers modern communication technologies and specific modes of

communication and their industries (e.g., persuasion, advertising, propaganda). It also provides a foundation for understanding how communication is currently studied from a social scientific approach.

Course materials

Required Texts

- Kovarik, B. (2016). *Revolutions in communication: Media history from Gutenberg to the digital age* (2nd Edition). Bloomsbury Academic.

Available from the OSU bookstore and other retailers

(<https://www.amazon.com/Revolutions-Communication-History-Gutenberg-Digital/dp/1628924780#customerReviews>)

- Additional readings with PDFs or hyperlinks made available through Carmen (see Course Schedule).

Required 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.
- **Tophat:**
 - We will be using Top Hat (www.tophat.com) for class participation. Please see OSU's documentation on how to get started with TopHat: <https://teaching.resources.osu.edu/toolsets/top-hat/guides/getting-started-top-hat-students>
 - You will be able to submit answers to in-class questions using Apple or Android smartphones and tablets, laptops, or through text message. For instructions on how to download the Top Hat app, please refer to the Top Hat's Getting Started Guide (<https://bit.ly/31TGMlw>). Please note you cannot create an account through mobile applications.
 - If you already have a Top Hat account, go to the course within your LMS and click on any launch or deep link for Top Hat. If you are new to Top Hat, you will be prompted to create an account once you click on any launch or deep link for Top Hat.
 - If you do not click the launch link, then you will be removed from the course roster every night when the sync happens. In this case, you simply need to access Top Hat using an LTI link. If you completed any assignments using a Top Hat account with the same email address as the email address you use to log into the LMS, then your answers and grades will be restored.
 - Should you require assistance with Top Hat at any time please contact their Support Team directly by way of email (support@tophat.com), the in-app support button, or

by calling 1-888-663-5491. Specific user information may be required by their technical support team when troubleshooting issues.

- **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. Log in to Carmen using your name.# and password. If you have not setup a name.# and password, visit 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](#)

- **Carmen Zoom:**

- Office hours will be held through Ohio State's conferencing platform, Carmen Zoom. A separate guide to accessing Carmen Zoom and our office hours is posted on the course Carmen page under Files.
- 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 Zoom for the student to live chat with the professor or TA in the virtual office hours room.
- [Carmen Zoom](#) help guide

- **Self-Service and Chat support:** <http://ocio.osu.edu/selfservice>

- **Phone:** 614-688-HELP (4357)

- **Email:** 8help@osu.edu

- **TDD:** 614-688-8743

Necessary equipment

- Computer: Current Mac (OS X) or PC (Windows 7+) with high-speed internet connection
- Web cam and microphone
 - Webcams or devices with webcams may be available to our grad students. The School of Communication has a small pool of iPads and laptops that are available for faculty/staff/grad students needing a device to check out. If you need such a device, submit a request to the School of Communication's technical support personnel (asctech@osu.edu).

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

Assignments

Below is the list of assignments for the course. Due dates for the assignments are presented in the grading information section and the course schedule section.

Syllabus Quiz (5% of total grade)

An open-note syllabus quiz of ~10 multiple-choice/true-false questions will be administered online through Carmen. The quiz is untimed and may be taken multiple times.

Content Quizzes (15% of total grade)

Three open-book, open-note content quizzes will be administered online through Carmen. Each quiz may be taken twice. The higher grade will be kept. You may NOT consult or work with another person on your quizzes.

Exams (30% of total grade)

Three timed (60 minutes) open-book, open-note exams will be administered online through Carmen during the semester. Each exam will consist of 30-40 multiple choice/true false questions. Exams may be taken only once. You may NOT consult or work with another person on your exams.

Career Research Assignment (30% of total grade)

Three career research assignments will be completed during the semester. Each assignment asks students to research a career in a communication industry/field and develop a plan for their chosen career. Each assignment will be a type-written report by the student of 2 double-spaced pages.

In-person Attendance and Participation (15% of total grade)

Because this is an in-person lecture course where most information will be presented during lecture, in-person attendance and participation represents a significant portion of the grade. Participation will consist of in-class activities through TopHat and may include responding to surveys, think-pair-share activities, or other in-class activities where you interact with one or more students. Attendance/participation in 80% of activities will result in earning the total amount of the grade.

C-REP (5% of total grade)

C-REP stands for Communication Research Experience Program. C-REP is based, in part, on the premise that students in Communication who participate in research studies will learn first-hand about communication research and how it is conducted. COMM1101 students are assigned to five C-REP credit hours. This requirement can be completed by participating in studies, doing alternative assignments, or completing a combination of studies and alternative assignments equaling five hours for each class. Students enrolled in both courses must complete ten hours total.

Grading and faculty response

Grading

Final class grades are derived from the following assignments. Due dates and points associated with each assignment are included below.

Assignments	Due Date	Percent of Final Grade
Syllabus Quiz	Jan 23, 11:59pm EST	5%
Content Quiz 1	Jan 25, 5pm EST	5%
Career Research Assignment Pt 1	Feb 1, 5pm EST	10%
Exam 1	Feb 8, 5pm EST	10%
Content Quiz 2	Feb 20, 5pm EST	5%
Career Research Assignment Pt 2	Feb 29, 5pm EST	10%
Exam 2	Mar 7, 5pm EST	10%
Content Quiz 3	Apr 4, 5pm EST	5%
Career Research Assignment Pt 3	Apr 11, 5pm EST	10%
Exam 3	Apr 18, 5pm EST	10%
Participation	Throughout the semester	15%
C-REP	April 15, 9PM: Deadline for (a) participating in studies or (b) requesting an alternative assignment to the CREP coordinator. April 22, 9PM: Deadline for submitting the alternative assignment to the CREP coordinator	5%
Total		100%

*** Up to 3% Extra Credit may be offered in the course. Extra credit opportunities will be announced in class or through Carmen.

Grading scale (all numbers represent percentages)

93–100: A	77–79: C+
90–92: A-	73–76: C
87–89: B+	70–72: C-
83–86: B	67–69: D+
80–82: B-	60–66: D
	<59: E

Late Assignments

The following policies apply to each category of late assignment.

Syllabus Quiz – Cannot be made up after due date.

Content Quizzes – Cannot be made up after due date.

Career Research Assignments – Assignments turned in after the time the assignment is due will receive an initial 5% penalty. Assignments turned in a week or more after the assignment is due will receive an additional 20% penalty (25% penalty in total).

Exams – Cannot be made up after the due date. If an exam is missed due to an emergency, an alternative assignment (e.g., a written essay) may be substituted for equivalent credit if documentation of the emergency is provided. If you miss an exam due to an emergency, you should contact the TA for the course.

Participation – Participation is cumulative. Any single activity/attendance check cannot be made up after it has been closed. You may miss 20% of activities/attendance checks and still earn full credit.

C-REP – C-REP policies are determined outside of this class.

Course Schedule*

	Section I (~300,000 BCE to ~5,000 BCE)		
	Defining Communication, Exploring Its Relationship to Society, and Human Communication in Pre-history		
Week	Topics	Reading	Assignments
Week 1 Jan 9 and 11	Introduction to Class Defining Communication: Essential Components, Central Questions	Hanson (pp. 2-17) – See Carmen	Syllabus Quiz due Jan 23 at 11:59PM EST
Week 2 Jan 16 and 18	Media and Society; Technological Determinism	McQuail's Theories of Media and Society (See Carmen) Myth and Mass Media, Marshall McLuhan (See Carmen)	Career Research Assignment Pt 1 Assigned
Week 3 Jan 23 and 25	Human Communication in Pre-history: Understanding the Evolutionary Roots and Psychological Capacities of Humans Absent Communication Technology	https://en.wikipedia.org/wiki/Early_modern_human https://en.wikipedia.org/wiki/Behavioral_modernity https://en.wikipedia.org/wiki/Human_communication	Content Quiz 1 due Jan 25 at 5pm EST
Week 4 Jan 30 and Feb 1	The Development of Writing and Systematized Communication	https://en.wikipedia.org/wiki/History_of_communication	Career Research Assignment Pt 1 due Feb 1 at 5pm EST
Week 5 Feb 6 and 8	Review and Assessment of Section I and Test 1 No In-person Class on Feb 8		Test 1 completed online due by Thurs Feb 8 at 5pm EST

	Section II (~6,000 BCE to ~1900 CE) How Printing Changed the World and Ushered in an Electronic Revolution		
Week	Topics	Reading	Assignments
Week 6 Feb 13 and 15	Manuscript Cultures and the Development of the Printing Press	Textbook (pp. 1-67)	Career Research Assignment Pt 2 Assigned
Week 7 Feb 20 and 22	Industrializing the Press and the Visual Revolution	Textbook (pp. 68-104; 139-180)	Content Quiz 2 due Feb 20 at 5pm EST
Week 8 Feb 27 and 29	The Electronic Revolution: Audio and Radio	Textbook (pp. 249-280)	Career Research Assignment Pt 2 Due Feb 29 at 5pm EST
Week 9 Mar 5 and 7	Review and Assessment of Section II and No In-person Class on Mar 7		Test 2 completed online due by Thurs Mar 7 at 5pm EST
Week 10 Mar 12 and 14	SPRING BREAK – NO CLASS		

	Section III (~1900 to Present) Why We Have the Media Systems We Have		
Week	Topics	Reading	Assignments
Week 11 Mar 19 and 21	Media Systems Today Persuasion: Advertising, PR, and Propaganda	Hanson (pp. 17-25; 50-71) – See Carmen Textbook (pp. 217-248)	Career Research Assignment Pt 3 Assigned
Week 12 Mar 26 and 28	Film and Television	Textbook (pp. 181-216; 280-340)	
Week 13 Apr 2 and 4	The Digital Revolution: The Birth of the Internet	Textbook (pp. 343-430) Hanson (pp. 214-255) – See Carmen	Content Quiz 3 due Apr 4 at 5pm EST
Week 14 Apr 9 and 11	Communication as a Social Science Discipline	Jennings & Bryant (2009) – See Carmen	Career Research Assignment Pt 3 due Apr 11 at 5pm EST
Week 15 Apr 16 and 18	Review and Assessment of Section III No In-person Class on April 18		Test 3 completed online due by Thurs Apr 18 at 5pm EST

* This syllabus represents a contract in the works. Events that transpire over the semester may require me to modify the administration of this course and therefore the syllabus. In the event I need to modify the syllabus, I will announce the modification in class and on Carmen. Ultimately, it is your responsibility to keep up with any such modifications and be aware of current policies, deadlines, etc. Please note that modifications will only occur that will increase the quality of learning.

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/>.

Disability Services

The university strives to maintain a healthy and accessible environment to support student learning in and out of the classroom. If you anticipate or experience academic barriers based on your disability (including mental health, chronic, or temporary medical conditions), please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I may request that you register with Student Life Disability Services. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion.

If you are isolating while waiting for a COVID-19 test result, please let me know immediately. Those testing positive for COVID-19 should refer to the Safe and Healthy Buckeyes site for resources. Beyond five days of the required COVID-19 isolation period, I may rely on Student Life Disability Services to establish further reasonable accommodations. You can connect with them at slds@osu.edu; 614-292-3307; or <https://slds.osu.edu>.

Mental Health Statement

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 or someone you know are 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 <https://ccs.osu.edu> or calling 614-292-5766. CCS is located on the 4th Floor of the Younkin Success Center and 10th Floor of Lincoln Tower. You can reach an on-call counselor when CCS is closed at 614-292-5766, and 24 hour emergency help is also available 24/7 by dialing 988 to reach the Suicide and Crisis Lifeline.

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 <https://titleix.osu.edu> or by contacting the Ohio State Title IX Coordinator at titleix@osu.edu.

Creating an Environment Free from Harassment, Discrimination, and Sexual Misconduct

The Ohio State University is committed to building and maintaining a community to reflect diversity and to improve opportunities for all. All Buckeyes have the right to be free from harassment, discrimination, and sexual misconduct. Ohio State does not discriminate on the basis of age, ancestry, color, disability, ethnicity, gender, gender identity or expression, genetic information, HIV/AIDS status, military status, national origin, pregnancy (childbirth, false pregnancy, termination of pregnancy, or recovery therefrom), race, religion, sex, sexual orientation, or protected veteran status, or any other bases under the law, in its activities, academic programs, admission, and employment. Members of the university community also have the right to be free from all forms of sexual misconduct: sexual harassment, sexual assault, relationship violence, stalking, and sexual exploitation.

To report harassment, discrimination, sexual misconduct, or retaliation and/or seek confidential and non-confidential resources and supportive measures, contact the Office of Institutional Equity:

1. Online reporting form at equity.osu.edu,
2. Call 614-247-5838 or TTY 614-688-8605,
3. Or Email equity@osu.edu

The university is committed to stopping sexual misconduct, preventing its recurrence, eliminating any hostile environment, and remedying its discriminatory effects. All university employees have reporting responsibilities to the Office of Institutional Equity to ensure the university can take appropriate action:

- All university employees, except those exempted by legal privilege of confidentiality or expressly identified as a confidential reporter, have an obligation to report incidents of sexual assault immediately.
- The following employees have an obligation to report all other forms of sexual misconduct as soon as practicable but at most within five workdays of becoming aware of such information: 1. Any human resource professional (HRP); 2. Anyone who supervises faculty, staff, students, or volunteers; 3. Chair/director; and 4. Faculty member.