

Communication 1101 – History of Communication

Spring 2020 Online (22190)

Key People:

Instructor	Office	Office Hours
Dr. Emily Davidson, PhD	326 Journalism	Weds 11 a.m. – 3 p.m. or by appointment

Walk-ins are always welcome, but since there are so many of you, it's best to make an appointment to avoid having to wait for other student meetings to finish. We can also do office hours via Carmen Zoom, an online system similar to Skype or Google Hangouts.

Teaching assistants and graders: Please contact the TAs first if you have questions about specific grades. You will know your TA from the name on comments that come with grading your online submissions.

- Sarah Thomas (thomas.3101@buckeyemail.osu.edu)
- Melanie Ludlow (ludlow.24@buckeyemail.osu.edu)
- Caroline Foley (foley.355@buckeyemail.osu.edu)

C-REP: Please contact C-REP coordinator Shannon Poulsen at poulsen.6@osu.edu for questions about the research program we require for this class. Shannon will also be inputting your C-REP credits in at the end of the semester.

Course Overview:

Comm 1101 is a history class that provides an overview of the timeline and key events in human communication, particularly mass communication. We will focus primarily on “recent” history (the last 200 years), but briefly explore the origins of language and early communication artifacts so we can see where we came from and how the changing world influences and is influenced by communication media.

You will be responsible for material covered in class and in the assigned readings from the text, as well as any audiovisual materials assigned during the semester.

Course Objectives:

Communication 1101 is a GEC course in Category 2, Breadth B. Social Science, subcategory (1) Individuals and Groups. Courses in social science help students understand human behavior and cognition, and the structures of human societies, cultures and institutions. Courses that fulfill this requirement have the following learning objectives:

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.

We will meet these objectives through the study of communication history. My goal will be to have you recognize how past events are studied and how they influence today's society and the human condition.

This course attempts to meet those learning outcomes by having the following objectives:

1. To provide you with an introduction to the history of communication.
 - Via lecture materials tracing the known history
 - Through reading materials focusing on human communication history
 - Through examination of each major mass communication medium and how they interrelate
2. To introduce you to the theory and methods of understanding history.
 - Through lectures covering some of the important theories and methods of how we can understand what has happened before
 - Through practice in doing your own historical research
 - Through writing summaries of the results of your own research
 - Through providing illustrative examples of these approaches throughout our examination of media history
3. To explore the ways in which media presentations may have different impacts for differing marginalized or racial groups and the interplay between societal/cultural values and media content.
 - By examining historical media content within the social norm context in which it evolved
 - By exploring history of music, cinema, and television for relevant marginalized groups
4. To develop your ability to comprehend and assess individual and group values as reflected in media content history, and to recognize their importance in social problem solving and policy making.
 - By examining the development and differences in media regulation and policy
 - By exploring historical fears of new media and legitimate concerns and effects

Course Content:

Required text:

Carr, N. (2011). *The Shallows: What the internet is doing to our brains*. New York, NY: W. W. Norton & Company, Inc.

Recommended and referenced:

Kovarik, B. (2011). *Revolutions in communication: Media history from Gutenberg to the digital age* (2nd Edition). New York, NY: Bloomsbury.

Online content:

Lectures will be online this semester. We do not have any in-person lectures or exams (the course can be done completely online). Those lectures will be my voice recorded over a PowerPoint presentation uploaded to Canvas. I will provide you with PDF versions of the lectures, but the meat will be in the oral presentation.

Please make sure you have a strong internet connection for watching the lectures and audio equipment (headphones are helpful). It is not feasible for me or any of the TAs to help you with technical problems. **University Tech support can help you (614-688-HELP)**.

Per the Study Code of Conduct, you may not share recorded lectures. This is a copyright violation.

Course Requirements:

Assignments and exams

Coursework includes:

Weekly quizzes: Online and timed, generally multiple-choice and T/F style questions, with about 5 to 20 questions per quiz. Questions are randomly pulled from pools for each topic (lecture and chapter in *The Shallows*) so your quiz may have different questions than another student's, but they cover the same concepts.

Weekly exam questions: Online, short answer essays that ask you to apply your knowledge of the material in a cumulative way all semester.

Book club participation: Online discussion of the book (*The Shallows*) in which you will post a discussion starter question related to the chapter and respond to at least 2 classmates' starter questions

C-REP participation: Required participation in the School of Communication research pool.

We will have 200 points possible in the class. Your points are allocated as follows:

Requirement	Points	Percentage of grade
Quizzes	80 (12 quizzes, 2 lowest grades dropped)	40%
Exam Questions	100 (12 questions, 2 lowest scores dropped)	50%
Book Club	10 (12 BC posts and responses, 2 lowest scores dropped)	5%
C-REP*	10 (5 C-REP hours = 10 pts)	5%
Total	200	100%

**If you are under the age of 18, please let the C-REP coordinator know as soon as possible, as there are implications for C-REP requirements. Please read the student guide for information on C-REP.*

Grading scheme (OSU standard)

Letter Grade	Percent
A	93-100
A-	90-92.9
B+	87-89.9
B	83-86.9
B-	80-82.9
C+	77-79.9
C	73-76.9
C-	70-72.9
D+	67-69.9
D	60-66.9
Failing	0-59.9

Please keep track of when things are due. I recommend signing up for email notifications for when there are announcements and discussion posts on Carmen.

Late work:

Late work will rarely (if ever) be accepted in this class. The assignments are provided well in advance and many of the lowest scores will be dropped for your final grade. Please recall that the due dates are not the goal for turning in assignments. Rather, the due dates are the last chance to turn them in. I recommend turning work in well in advance of the due date in case of technical problems or life issues.

If you have documentation (coming from a reputable source and including dates) of severe illness or emergency that spans across time this semester (more than 2 weeks), I'm willing to talk with you about your individual situation (prior to the due date). For health issues, I don't

need any medical information on documentation, but I do require information from your care provider specifying that you were not well enough to do online work.

Following instructions and keeping deadlines is an invaluable skill in the workforce. Thus, it is important to work on time management in college.

If you are permitted an extended deadline, please do not email your paper to the professor or to the TAs. We will open the assignment window for you so that you can upload it for the plagiarism check. It will not be counted as submitted until you have submitted it to Canvas. We can only grade you based on what you submit to Canvas prior to the deadline because assignments that are emailed do not go through the plagiarism check.

Religious holidays:

Students who will be observing a religious holiday on a class date or assignment due date must provide date/event written notification to the instructor within the first two weeks of the semester so that alternative arrangements can be made

Before you submit an assignment:

All writing assignments and exams must be submitted to our class website by the deadline. In taking this course, students agree to the condition that all required papers will be subject to submission for textual similarity review to Turnitin.com to aid in detection of plagiarism. Any submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the Terms and Conditions of Use posted on the Turnitin.com site and at the university.

Make certain it is in .doc, .docx, or .pdf format and that you have a reliable Internet connection. Some local restaurants have very unreliable connections that you will not notice as unreliable until you try to submit a document or watch a longer video. If your home or apartment does not have reliable service, try an on-campus computer lab or library. Remember to leave yourself enough time to verify that your submission went through properly as *problems with technology will not be accepted for late work.*

Verifying that you submitted your assignment:

Please do not email your instructor or TA to ask if your assignment was submitted properly. You can check this on Carmen. Here it is step by step:

- After submitting the assignment, you should be taken back to the main page for the assignment
- On the right-hand side is a submission status
- To verify that everything uploaded correctly, click on 'Download [filename]!'; you might want to save it to a different location on your hard drive than the original, or rename it during the download process, to avoid overwriting your original
- Open the downloaded file and make sure everything looks correct

Recall that you will be graded on what you submit by the deadline, even if it was not what you intended to submit. So, it's important that you check to be sure your submission was correct. If you are worried about the submission, you may want to consider taking a screen shot of the submission verification.

General Grading Criteria

The following is a general guideline regarding the 5 different categories on the rubrics. Please see comments in Carmen for more details when you get your grade back, but this is a general note:

- **Exceptional** responses briefly but succinctly combine information from lecture and outside sources (we will talk about using the library). The response is extremely well written and organized in APA format. There is little to no room for improvement. Exceptional responses demonstrate that you can reiterate information from the lecture and other course materials, find and integrate additional relevant information on your own from sources outside of the course materials, and incorporate your own original analysis.
- **Above Average** responses briefly but succinctly answer the questions, combining information from the class as well as information from outside class. There is some additional information that may improve the response but overall it is above average.
- **Average** responses meet the minimum requirements of the assignment. However, information needs to be clarified or there is information that is incorrect. Improvements could be made in organizing information from different sources.
- **Needs Improvement** means there was some key information missing or inaccurate/irrelevant information included.
- **Not Addressed** generally means that the information was missing or inaccurate.

Technical Problems:

Contact OCIO (<https://ocio.osu.edu/help>) to see if they can help fix the problem so that you don't get it again. Calling is often faster than email (**614-688-4357**).

If you wait until the last minute to submit, of course, you may not get it in on time. As mentioned above, that will automatically generate a penalty. **DON'T WAIT UNTIL THE LAST MINUTE!** Assignments submitted even one minute late will not be accepted

Grading:

When grades are posted, there will be an announcement on Carmen that grades were “unmuted”, so please don’t email your TA to ask if grades are finished. There are a large number of students in the course and we want to do justice to each submission. If there is a post on Carmen that says the grades have all been entered, and you don’t have a grade, then you need to contact your TA or professor.

Grade Disputes:

Any dispute about a grade must be taken up with your TA **within one week of the grade posting**, so please keep track of your grades and check them when you see an announcement. If you are disputing your grade on one of the assignments, you must prepare a .doc or .docx document, going point-by-point through the rubric and explaining why you think your work deserves a different grade. Please note that grade disputes are not a normal part of the grading process. Grade disputes should be submitted only when you can justify clearly why you believe your grade should be changed. Please submit your grade dispute first to the person who graded your paper. If your dispute is ongoing after this, you may contact your professor.

Contact Information for Various Issues

Who to Contact for Specific Problems:

Questions about the course/assignments/lectures/etc:

- First, post in the discussion area, as that allows the professor, TAs and other students to see issues and respond to everyone in an organized and timely manner. It keeps us all on the same page and allows everyone access to the same information! You should post your query on one of the existing discussion threads instead of starting a new one.
- You should contact your professor via email if your question is of a personal nature or if you need to schedule an appointment for office hours. For personal issues (such as emergency illness or injury), please contact Dr. Davidson at davidson.536@osu.edu. For questions about a grade you received, please direct your question to the person who graded your paper (you’ll know from the comments who graded it).

Health Issues or Emergency Situations: Contact your instructor or Student Advocacy as these are always of a personal nature.

Technical Problems with Your Computer or Internet Connection Issues: OCIO Help Desk can be called at 614-688-HELP (4357). You can also email them about your problem or you can request that they call you back. The website for these alternatives is: https://osuitsm.service-now.com/selfservice/help_splash.do

C-REP problems or questions: Post on the C-REP discussion board if your question may be relevant to other students. This discussion board is monitored by the C-REP administrator (not

your professor). If your question is personal and C-REP related, contact the C-REP administrator – Shannon Poulsen (Poulsen.6@osu.edu)

Problems with your TA or unresolved issues (after trying the above): Contact Dr. Emily Davidson

Email etiquette: Please ensure that any emails you send are written professionally. This includes any correspondence with the professor, Teaching Assistants, and other students. Everybody makes mistakes sometimes, and it can happen that if you're frustrated that you may end up sending an email that does not represent yourself the way you'd like it to. In that case, I encourage you to ask for a do-over and send a new response written in a way that is more reflective of your professional self.

Also, if you need to email me, please be sure to include the course name and section. If we are having an ongoing conversation via email, please make sure to "reply" to that thread instead of starting a new one each time. This will help us stay organized!

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 10**

Academic integrity policy

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: Email: slds@osu.edu. Tel: 614-292-3307. Location: 098 Baker Hall, 113 W. 12th Avenue. Website: slds.osu.edu.**

PLEASE TAKE CARE OF YOURSELF (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. **The Student Advocacy Center (<https://advocacy.osu.edu/>)** can help you navigate the university system when life events interrupt your academic world.

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** 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.**

If you are thinking of harming yourself or need a safe, non-judgmental place to talk, or if you are worried about someone else and need advice about what to do, 24 hour emergency help is also available through **the Suicide Prevention Hotline (Columbus: 614-221-5445 / National: 800-273-8255); or text (4hope to 741741); or at suicidepreventionlifeline.org**

Tentative Schedule: Subject to change

All assignments are due by 11:59 p.m. on the due date noted

Week	Date	Topic	Assignment	Due Date
1	1/6 – 1/10	Intro to the course	Watch: Introduction videos Watch: Concepts & Definitions lecture Read: This syllabus	
		Quiz 1: Knowing the requirements	Quiz 1: Syllabus quiz	1/10
2	1/13 – 1/17	How we study history of communication	Watch: How we study lecture	
		Media literacy	Watch: Media literacy lecture	
		Book Club	BC #1: Video introduction	Original post: 1/14 Responses: 1/16
		Exam Question	Exam Q1: respond to the prompt	1/17
3	1/21 – 1/24	Printing	Watch: The Printing Revolution lecture (Kovarik, Ch. 1) Watch: The commercial and industrial media revolution lecture (Kovarik, Ch. 2)	
		Book Club	Read: Prologue & Chap 1 of <i>The Shallows</i> BC #2: Prologue & Chap 1 of <i>The Shallows</i>	Original post: 1/21 Responses: 1/23
		Quiz 2	Quiz 2: Week 1-2 lectures; Prologue and Chap 1 of <i>The Shallows</i>	1/24
		Exam Question	Exam Q2: respond to the prompt	1/24
4	1/27 – 1/31	Print Media	Watch: Print media in the 20 th & 21 st centuries lecture (Kovarik, Ch. 3)	
		Visual media	Watch: The visual revolution lecture (Kovarik pp 139-150)	
		Book Club	Read: Chap 2 of <i>The Shallows</i> BC #3: Chap 2 of <i>The Shallows</i>	Original post: 1/28

				Responses: 1/30
		Exam Question	Exam Q3: respond to the prompt	1/31
		Quiz 3	Quiz 3: Week 3 lectures; Chap 2 of <i>The Shallows</i>	1/31
5	2/3 – 2/7	Photography	Watch: Photography lecture (Kovarik Ch. 4)	
		Cinema	Watch: Cinema lecture (Kovarik Ch. 5)	
		Book Club	Read: Chap 3 of <i>The Shallows</i> BC #3: Chap 3 of <i>The Shallows</i>	Original post: 2/4 Responses: 2/6
		Exam Question	Exam Q4: respond to the prompt	2/7
		Quiz 4	Quiz 4: Week 4 lectures; Chap 3 of <i>The Shallows</i>	2/7
6	2/10 – 2/14	Strategic Communication	Watch: Advertising, PR, and crafted image lecture (Kovarik, Ch. 6)	
		Persuasion	Watch: <i>The Persuaders</i> (online video via PBS)	
		Book Club	Read: Chap 4 of <i>The Shallows</i> BC #3: Chap 4 of <i>The Shallows</i>	Original post: 2/11 Responses: 2/13
		Exam Question	Exam Q5: respond to the prompt	2/14
		Quiz 5	Quiz 5: Week 5 lectures; Chap 4 of <i>The Shallows</i>	2/14
7	2/17 – 2/21	Interconnectivity	Watch: Telegraph and Telephone lecture (Kovarik, Ch. 7) Watch: Global village lecture	
		Book Club	Read: Chap 5 of <i>The Shallows</i> BC #3: Chap 5 of <i>The Shallows</i>	Original post: 2/18 Responses: 2/20
		Quiz 6	Quiz 6: Week 6 lectures; Chap 5 of <i>The Shallows</i>	2/21
		Exam Question	Exam Q6: respond to the prompt	2/21

8	2/24 – 2/28	Radio	Watch: Radio lecture (Kovarik, Ch. 8)	
		Book Club	Read: Chap 6 of <i>The Shallows</i> BC #3: Chap 6 of <i>The Shallows</i>	Original post: 2/25 Responses: 2/27
		Quiz 7	Quiz 7: Week 7 lectures; Chap 6 of <i>The Shallows</i>	2/28
		Exam Question	Exam Q7: respond to the prompt	2/28
9	3/2 – 3/6	Television	Watch: TV lecture (Kovarik, Ch. 9)	
		Book Club	Read: Chap 7 of <i>The Shallows</i> BC #3: Chap 7 of <i>The Shallows</i>	Original post: 3/3 Responses: 3/5
		Quiz 8	Quiz 8: Week 8 lecture; Chap 7 of <i>The Shallows</i>	3/6
		Exam Question	Exam Q8: respond to the prompt	3/6
10	3/9 – 3/13	Spring Break!!!		
11	3/16 – 3/20	Computers	Watch: Computers lecture (Kovarik, Ch. 10)	
		Book Club	Read: Chap 8 of <i>The Shallows</i> BC #3: Chap 8 of <i>The Shallows</i>	Original post: 3/17 Responses: 3/19
		Quiz 9	Quiz 9: Week 9 lecture; Chap 8 of <i>The Shallows</i>	3/20
		Exam Question	Exam Q9: respond to the prompt	3/20
12	3/23 – 3/27	Digitization	Watch: Digital Networks (Kovarik, Ch. 11)	
		Video Games	Watch: Video Games lecture	
		Book Club	Read: Chap 9 of <i>The Shallows</i> BC #3: Chap 9 of <i>The Shallows</i>	Original post: 3/24 Responses: 3/26
		Quiz 10	Quiz 10: Week 11 lecture; Chap 9 of <i>The Shallows</i>	3/27
		Exam Question	Exam Q10: respond to the prompt	3/27

13	3/30 – 4/3	Global culture	Watch: Global Culture lecture (Kovarik, Ch. 12)	
		Book Club	Read: Chap 10 of <i>The Shallows</i> BC #3: Chap 10 of <i>The Shallows</i>	Original post: 3/31 Responses: 4/2
		Quiz 11	Quiz 11: Week 12 lecture; Chap 10 of <i>The Shallows</i>	4/3
		Exam Question	Exam Q11: respond to the prompt	4/3
14	4/6 – 4/10	Special topics	Watch: Violence in mass media (guest lecture – Dr. Bushman)	
			Watch: Disinformation lecture	
		Book Club	Read: Epilogue of <i>The Shallows</i> BC #3: Epilogue of <i>The Shallows</i>	Original post: 4/7 Responses: 4/9
15	4/13 – 4/17	Quiz 12	Quiz 12: Week 13 lecture; Epilogue of <i>The Shallows</i>	4/14
		Exam Question	Exam Q12: respond to the prompt	4/17
Finals	4/20	Ensure C-REP is completed. Otherwise, you're done with the course. Congratulations, young scholar!		