



SYLLABUS: COMM 2540

INTRODUCTION TO COMMUNICATION TECHNOLOGY

ONLINE SUMMER 2020

Course Overview

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: Sean Burridge

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Online office hours: email to set up an appointment

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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

This course is an introduction to major communication technologies and how people interact with and use them. Over the semester, we will discuss a range of older, contemporary, and emerging media. We will be considering and discussing the varying impact communication technologies have had on society, relationships, and individuals.

- Students will learn about the characteristics, functionality, and usage of communication technologies; a focus will be placed on identifying the unique properties of new communication technologies.
- Students will increase their knowledge of communication technology adoption and policy making.
- Students will increase their knowledge of the societal implications of traditional, new, and emerging communication technologies. Content will focus on historic, political, economic, relational, and psychological effects.
- Students will apply existing theory and research findings to better understand (1) their own use of communication technology, and (2) the possible effects of their technology usage.

Course materials

Optional

Westerman, D., Bowman, N. D., & Lachlan, K. A. (2017). *Introduction to mediated communication: Social media and beyond* (2nd Ed.). Dubuque, IA: Kendall Hunt. (ISBN: 978-1-5249-1234-5)

[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.

- 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
 - To obtain additional help for use of the Secured Media Library, please email emedial@osu.edu
 - Frequently Asked Questions and support can be found at <https://resourcecenter.odee.osu.edu/secured-media-library>
- **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 text chat function within Carmen Zoom for the student to live chat with the professor or TA in the virtual office hours room
 - Help guides on the use of Carmen Zoom can be found at <https://resourcecenter.odee.osu.edu/carmenzoom>

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

Grading and faculty response

Grades

Assignment	Points and Percentage
Reading Quizzes	5 points each with lowest dropped 45 22.5%
Syllabus Quiz	5 points 2.5%
Reflections and Reactions	20 points each 100 total 50%
Exams	25 points each 50 25%
TOTAL	200 points 100%
C-REP Extra Credit	1 credit = 1 point total 3 points possible

POLICIES AND EXPECTATIONS:

Quizzes

Weekly quizzes will be administered on Carmen. The quizzes are designed to assess your understanding of the readings and other course materials. 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 are non-cumulative. There will be no quizzes on exam weeks.

Reflections and Reactions

For 5 weeks of the course you will be provided with a prompt that asks you to perform a task related to the course. This may include a reading, video, video game, etc. The prompt will ask you to reflect upon this experience and write a short essay on the experience. The response for each R&R is due Friday at 11:59 pm EST. Guidelines for discussion expectations are provided on Carmen. Responses should be no more than a single page in length. There is no minimum length, however your reflection will be graded on how correctly and thoroughly you can apply specific course material to your experience.

Exams

Two exams will be administered through Carmen. Each exam will contain some combination of multiple choice, true/false, and matching style questions. Material on the exams will primarily cover the section of the course leading up to the exam. However, given the cumulative nature of the course content, it is crucial you understand the prior concepts in order to apply them to later concepts. Questions will include material covered in lecture and in the readings. There will be no quizzes on exam weeks.

Late assignments

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.)

Grading and feedback

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

E-mail

I will reply to emails within **24 hours on weekdays**. Emails sent after 5pm on Friday can expect a response on Monday.

Discussion board

Myself or the TA will check and reply to messages in the discussion boards **every 24 hours on weekdays**. Posts made after 5pm on Friday can expect a response on Monday.

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:

- 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.

Office Hours:

- In order to assist your learning, I will be available for live conferencing via the Carmen Zoom function. 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. Email me with an idea of your needs and availability to set up an appointment. I am happy to assist you and want to be available to fit a wide range of schedules.

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 Thursday. Quizzes will be administered on every other Wednesday on Carmen. Written papers will always be due by Thursday 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. Use your official university email address. **If you use Carmen messenger, there may be a greater delay in getting a response!** This is a communication technology course: Communicate effectively and professionally via email.

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

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 ; 614-292-3307; slds.osu.edu ; 098 Baker Hall, 113 W.12th Avenue.

Mental Health

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 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)

Course schedule (tentative)

Week	Dates	<u>Topics, Readings, Assignments, Deadlines</u>
1	5/13-5/16	<u>Topic: Communication and Technology</u> Reading: Syllabus, MC Ch 1 Due: Syllabus Quiz Saturday 11:59 pm EST Access Poll Saturday 11:59 pm EST
2	5/17	<u>Topics: Grand Innovations and the Internet/ Dystopias and Utopias</u> Reading: MC Ch 2 Due: Quiz 1 Wednesday 11:59 pm EST R&R 1 (Group 1)
3	5/24	<u>Topic: Adoption and Diffusion/ Access and Ability Reading:</u> Reading: MC Ch 3 &4 Due: Quiz 2 Wednesday 11:59 pm EST R&R 1 (Group 2)
4	5/31	<u>Topic: Bubbles and News/ Surveillance and Security</u> Reading: MC Ch. 5 and 11 Due: Quiz 3 Wednesday 11:59 pm EST R&R 2 (Group 1)
5	6/7	<u>Topic: Connection and Activism/ Ethics and Regulation</u> Reading: TBA Due: Quiz 4 Wednesday 11:59 PM EST R&R 2 (Goup 2)
6	6/14	<u>Topic: Governance and Waves/ Divides and Consequences</u> Reading: TBA Due: Quiz 5 Wednesday 11:59 PM EST R&R 3 (Group 1)
7	6/21	Exam 1 Wednesday due by 11:59 pm EST
8	6/28	<u>Topic: Learning and Influencing/ Stereotypes and Tropes</u> Reading: MC Ch 7 Due: Quiz 6 Wednesday 11:59 PM EST R&R 3 (Group 2)
9	7/5	<u>Topic: Alone and Together/ Love and Sex</u> Reading: MC Ch 7 and 8 Due: Quiz 7 Wednesday 11:59 PM EST R&R 4 (Group 1)

10	7/12	<u>Topic: Identity and Impressions/ Leisure and Entertainment</u> Reading: MC Ch. 12 and 13 Due: Quiz 8 Wednesday 11:59 PM EST R&R 4 (Group 2)
11	7/19	<u>Topic: Vulnerable and Lonely/ Bullies and Trolls</u> Reading: TBA Due: Quiz 9 Wednesday 11:59 PM EST R&R 5 (Group 1)
12	7/26-7/31	<u>Topic: Avatars and Agents/ Augmenting and Digitizing</u> Reading: TBA Due: Quiz 10 Wednesday 11:59 PM EST R&R 5 (Group 2)
Exam Week	8/3-8/5	Final Exam Tuesday due by 11:59 pm EST