



Preparing people to lead extraordinary lives

COMM 175 Introduction to Communication Section 201 Course: #2562

Monday, Wednesday, Friday 1:40pm-2:30pm
Corby Law Center Room: #901
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Office hours: Before or after class, by appointment

Required Textbook: Media & Culture: Mass Communication in a Digital Age.
Campbell, Martin & Fabos. Bedford/St. Martin's Boston, MA. ISBN 978-1-319-05851-7 (paperback)

COURSE DESCRIPTION:

This course gives a general historical and theoretical overview of communication. By looking at communication through a critical, historical and theoretical lens, the students will acquire an intellectual framework for further study and practice in communication.

LEARNING OUTCOME:

Students will increase communication literacy.

COURSE RATIONALE:

This course is designed to teach you how to learn historical origins and development of media by observation, reflection and application. You also will learn to be an intelligent, thoughtful and critical observer and reflection

You will develop a better understanding of communication and media history and how it is used in various ways and methods to influence behaviors. You will then be asked to demonstrate your knowledge in the following ways:

- Reflect and write a paper analyzing your own media and communication applications
- Write three other reflections from specific textbook chapters submitting them on Sakai and be Ready to discuss your reflection in class.
- Writing clearly using lively words, as well as correct grammar and punctuation
- Using proper presentation methods to deliver a speech to an audience including outlines and power point.
- As a media observer, you will be responsible for the following:
 - Critiquing pioneers and media trends
 - Expressing your opinions and reactions in written and presentation assignments.

The course will begin with basic history of communication including some theories, interpersonal communication and then explore growth of communication and media methods and technologies including what is used in present day.

LEARNING OBJECTIVES:

Upon completion of this course students should be able to:

1. Comprehend a theoretical understanding of communication and its' history;
2. Recognize the relationships between self, the message, and the audience;
3. Recognize the relationship between external media communication and its' audience
4. Learn how they use technology and media in their lives and develop a group media campaign
5. Demonstrate growth as a researcher, collaborator and critical thinker.

COURSE WORK:

To obtain a passing grade in this course students are required to:

1. Understand some of the historical evolution and application of communication and media
2. Deliver individual and group presentations
3. Examine the use of media in political and advertising campaigns
4. Prepare and use visual aids that promote clarity and interest;
5. Display a cognitive recognition and discussion on how they are affected by technology
6. Establish credibility by demonstrating knowledge and analysis of a topic;
7. Develop a media campaign for a technology introduced decades ago
8. Demonstrate acceptable ethical standards in research and presentation of materials;
9. Listen to, analyze, and critique oral communication and media campaigns;
10. Work individually and collaboratively

GRADING:

Students will be graded on attendance and professionalism, as well as a series of submitted online papers, and in class presentations (individual and a group) Grades are based on a 1,000-point scale.

Grades will be determined in the following manner:

| | |
|--|------------|
| Professionalism and Attendance and Class Participation | 150 points |
| Cultural Tower Short Oral Presentation (from Textbook Reflection #1) | 50 points |
| Self-Reflection on Communication and Media paper | 50 points |
| Discussion Question on Social Media Usage | 50 points |
| 3 Textbook Reflection Papers (each worth 100) | 300 points |
| Individual Presentation and Outline: | 200 points |
| Group Presentation and Outline: | 150 points |
| Post-Mortem Final Exam Paper or Discussion | 50 points |

NOTE: All assignments must be completed when instructed. Late assignments will automatically be lowered at least one full grade. In class presentations must be presented when due or be penalized. Outlines are part of the presentation grades and all presentations must have power points.

FINAL GRADE SCALE:

1000-940: A
939-900: A-
899-880: B+
879-830: B
829-800: B-
799-780: C+
779-730: C
729-700: C-
699-680: D+
679-640: D
639-600: D-
599-0: F

ATTENDANCE

Attendance and class participation are critical. We work as a group to develop speaking and listening skills. You will learn a great deal by watching and hearing your classmates. It is not enough to simply show up!! You will be expected to be a regular participant in all we do. If you sit silently, or speak only when called on by the instructor, you will not get the grade you desire.

If there is an unexcused absence on the scheduled day of your presentation, you will receive an **F** for your presentation. If you are absent on a day when fellow students are delivering speeches, your most recent grade will be marked down **one letter**. There will be no exceptions!!

Repeated unexcused absences will greatly affect your final grade. If you are unable to make class, it is important to call or e-mail the instructor **beforehand**. If you have more than **three** absences during the semester, your grade will be reduced by a **full letter**, unless **medical documentation** proves the necessity of the absence.

This does not apply to student athletes or others who must miss class because of university business, but proper documentation must be provided.

ACADEMIC INTEGRITY:

School of Communication Statement on Academic Integrity:

“A basic mission of a university is to search for and to communicate the truth, as it is honestly perceived. A genuine learning community cannot exist unless this demanding standard is a fundamental tenet of the intellectual life of the community. Students of Loyola University Chicago are expected to know, to respect, and to practice this standard of personal honesty. Academic dishonesty can take several forms, including, but not limited to cheating, plagiarism, copying another student’s work, and submitting false documents. Academic cheating is a serious act that violates academic integrity.

Cheating includes, but is not limited to, such acts as:

- Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher
- Providing information to another student during an examination
- Obtaining information from another student or any other person during an examination
- Using any material or equipment during an examination without consent of the instructor, or in a manner which is not authorized by the instructor
- Attempting to change answers after the examination has been submitted

- Unauthorized collaboration, or the use in whole or part of another student's work, on homework, lab reports, programming assignments, and any other course work which is completed outside of the classroom
- Falsifying medical or other documents to petition for excused absences or extensions of deadlines
- Any other action that, by omission or commission, compromises the integrity of the academic evaluation process.

Students who commit an act of plagiarism, whether deliberately or accidentally, will still be held responsible. Ignorance of academic rules, or failure to fact check work, sources and citations, is not an acceptable defense against the charge of plagiarism. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes the following:

- Submitting as one's own material copied from a published source, such as print, Internet, CD-ROM, audio, video, etc.
- Submitting as one's own another person's unpublished work or examination material
- Allowing another or paying another to write or research a paper for one's own benefit
- Purchasing, acquiring, and using for course credit a pre-written paper

The above list is in no way intended to be exhaustive. Students should be guided by the principle that it is of utmost importance to give proper recognition to all sources. To do so is both an act of personal, professional courtesy and of intellectual honesty; any failure to do so, whether by intent or by neglect, whether by omission or commission, is an act of plagiarism. A more detailed description of this issue can be found at: <http://luc.edu/english/writing.shtml#source>

In addition, a student may not submit the same paper or other work for credit in two or more classes without the expressed prior permission of all instructors. A student who submits the same work for credit in two or more classes without the expressed prior permission of all instructors will be judged guilty of academic dishonesty, and will be subject to sanctions described below. This applies even if the student is enrolled in the classes during different semesters. If a student plans to submit work with similar or overlapping content for credit in two or more classes, the student should consult with all instructors prior to submission of the work to make certain that such submission will not violate this standard.

Plagiarism or any other act of academic dishonesty will result minimally in the instructor's assigning the grade of "F" for the assignment or examination. The instructor may impose a more severe sanction, including a grade of "F" in the course. All instances of academic dishonesty must be reported by the instructor to the chairperson of the department involved, and to the Dean of the School of Communication.

The office of the Dean of the School of Communication may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending on the seriousness of the misconduct. In the case of multiple instances of academic dishonesty, the Dean's office may convene a separate hearing board to review these instances. The student has the right to appeal the decision of the hearing board to the Dean of SOC. If the student is not a member of the SOC, the dean of the college in which the student is enrolled shall be part of the process. Students have the right to appeal the decision of any

hearing board and the deans of the two schools will review the appeal together. Their decision is final in all cases except expulsion. The sanction of expulsion for academic dishonesty may be imposed only by the Provost upon recommendation of the dean or deans.

Students have a right to appeal any finding of academic dishonesty against them.

The procedure for such an appeal can be found at:

http://www.luc.edu/academics/catalog/undergrad/reg_academicgrievance.shtml

The School of Communication maintains a permanent record of all instances of academic dishonesty. The information in that record is confidential. However, students may be asked to sign a waiver which releases that student's record of dishonesty as a part of the student's application to a graduate or professional school, to a potential employer, to a bar association, or to similar organizations.

*The School of Communication policy is based entirely on and is consistent with the Academic Integrity Policy of the College of Arts & Sciences."

PROFESSIONALISM AND ADDITIONAL CLASSROOM POLICIES:

- Students are expected to be actively engaged in class discussions, courteous, be on time, be attentive and treat the subject professionally.
- No late assignments will be accepted.
- All written assignments must be typed, double-spaced and proofread.
- Turn off cellphones and other electronic devices. Laptops are welcome if you are using them to take notes.

A Note About Finals

If we work together and commit to the class, you will deliver your collaborative presentations on the last week of the semester, freeing you to concentrate on your other finals. If we fail to have all speeches delivered in the final week, we will be required to meet on the day set aside for a final exam, where the collaborative speeches will be delivered.

Course Calendar

Week One:

January 14

January 16

January 18

experience 50 points

Communication Begins

Introduction to the course and the requirements

Definition of Communication, Elements, Theory, Interpersonal Communication.

ONLINE.. DUE! Self-Reflection Paper of Communication and Media

submitted ONLINE Sakai

Discussed briefly in front of class

Week Two:

January 21

January 23

January 25

Words and Sounds

***MLK Holiday NO CLASS**

Ancient Communication (cave drawings, hieroglyphics)

Language and Rhetoric

Week Three:

January 28

January 30

February 1

Did you Hear the story about?

Communication History Story Telling Through History

DUE: Textbook Reflection #1 and Class Discussion

Chapter 1 Mass Communication-a Critical Approach

Cultural Tower Oral Presentation #1 (2:00 minutes)

Cultural Tower Oral Presentation #2 (2:00minutes)

100 points

50 points

Week Four:

February 4

Print, type and photo

Printing Press (youtube video) Significance (small papers, town criers, etcv)

February 6 Telegraph (Samuel Morse) Wireless (Titanic)
February 8 Photography (Civil War, etc)

Week Five:

February 11

If it is in print, it must be true!

Due: Textbook Reflection #2 and Class Discussion 100 points

Textbook Part #2 Words and Pictures Chapter 8 The Rise and Decline

February 13

Journalism (growth, history, Spanish American War, 1930s, Tabloids, today)

February 15

Advertising (history, superbowl) and Public Relations (crisis management)

Week Six:

February 18

I Can Hear YOU and see things before my own eyes)

February 20

Radio: History (start, Hindenburg, FDR, Louis-Schmelling, baseball, Orphan Annie

February 22

Radio Growth and today

Film: History (origins.silent pictures.sound,.stars)

Week Seven:

February 25

The pictures are moving now!

February 27

Film: Part 2 The Golden Age

March 1

Film: Part 3 Films in the Today's World

ONLINE NO CLASS SESSION BUT DUE:

100 points

Textbook Part #3: Chapter 7 Sounds and Images—Movies and Impact of

Image_

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SPRING BREAK
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Week Eight:

March 11

I am on TV!

March 13

Television Origins, growth, programming

March 15

Television Cable, Netflix, etc.

In Class Conferences and Individual Speech Work and Outlines

Week Nine:

March 18

DUE: individual speeches and outlines

total (outline, ppt, delivery)

March 20

Individual Speeches and Outlines Group 1

200 points

March 22

Individual Speeches and Outlines Group 2

Individual Speeches and Outlines Group 3

Week Ten:

March 25

Media Impact on Culture and Audience Groups

March 27

Individual Speeches and Outlines Group 4

March 29

Any Make Up Individual Speeches / Media Impact Lecture

Issues in Media Coverage today ("Fake News")

Week Eleven:

April 1

Technology explosion and Friends' requests

April 3

Technology (satellites, internet, amazon, google, etc.)

Question 50 pts

Social Media (podcasts, facebook, podcasts, dating appsetc) **Due: Discussion**

April 5

Looking forward to the future (regulation, controversy) **GROUP SPEECH**

introduction

Week Twelve:

April 8

Group Time

April 10

Groups formed for the Final Presentation

April 12

Groups Brainstorm

Group Work on Outlines and Powerpoints

Week Thirteen:

April 15 GROUPS Outline Due and PowerPoint Viewed
April 17 **Due: Final Group Presentation Groups 1 and 2 and 3** **150 pts total**
(outline, ppt, delivery)
April 19 **NO CLASS- _GOOD FRIDAY**

Week Fourteen:

April 22 **NO CLASS—EASTER BREAK**
April 24 **Groups 4, 5 and 6**
April 26 Class—As Scheduled....**DUE: Final Post Mortem Exam report on Sakai**
50 pts

Week Fifteen:

FINAL EXAM WEEK

April 29 TBD **DUE: Online Final Post Mortem Exam due on Sakai**
May 1 TBD -----
May 3 TBD -----

******COURSE CALENDAR IS SUBJECT TO CHANGE WITH NOTIFICATION******