

Loyola University Chicago
Introduction to Communication COMM 175-203
Fall 2017

Tuesday & Thursday 11:30am-12:45pm
Corboy Law Center, Room 602

Instructor: Trish Biondo

Email – tbiondo@luc.edu Office Hours: By appointment Tuesdays & Thursdays 10:30-11:15am

Course Description:

This course gives a general historical and theoretical overview of communication. We will discuss important periods in communication history: the oral, written, electronic and digital eras and look at communication through a critical, historical, and theoretical lens so that students will acquire an intellectual framework for further study and practice in communication. This course will increase basic communication literacy and the power of media in the world of communication.

Course Objective:

- Understanding the basic factors affecting mass communication and mass media
- Development of analytical and critical thinking skills concerning mass media and its messages
- To become a critical consumer and engaged participant of mass media
- Understanding society's impact on the media & the media's impact on individuals & society

Lectures will be based on the following textbook: "Mass Communication: Living in a Media World" By: Ralph E. Hanson - Please make sure you read the chapter before class.

Attendance: Show up, on time, be professional and participate. Turn off cell phones and other electronic devices. Laptops are welcome if taking notes. If you're not taking notes, I will ask that your laptop be put away. If you act unprofessional or inappropriate, you'll be asked to leave the class and I will report the incident to the Dean and discuss appropriate action. Unexcused absences will affect your final grade. 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.

Grading: Grades will be based upon attendance, professionalism, participation, written assignments and discussion, understanding of material in Mid Term and Final assessments.

Attendance: 280 points (Each class is worth 10 points. You must sign in.)

Participation: 20 points

0 points – You just take a seat up in class.

5 points – You occasionally get involved in class.

10 points – You frequently get involved in class.

20 points – You are always present and getting involved in class.

You need to be involved, ask questions, offer opinions, and take part in discussions.

Communication Critiques: 50 points each (1-2 page written & discussed) (more info to follow)

1. Self Media Evaluation – How do you use Communication?
2. Read (Books, Newspapers, Mag) – Evaluate something you read as a habit & its influence
3. Watch (TV/Cable/Movie) – Evaluate something you watch & how it influences your life
4. Listen 50 points (Radio/Stream) – What do you listen to and why? How does it influence
5. Advertise 50 points (Product) - Choose a product and analyze how it's marketed.
6. Ethics 50 points (Event) – Choose a current event and how its ethics play out (good/bad)
7. Music- Choose a song & its lyrics: what is the writer/artist trying to communicate?
8. Social Media – Choose a social media platform and critique how it affects you & your life
9. Relationships – Choose a relationship in life/in entertainment & critique communication
10. Education: Choose a chapter - How did it resonate w/you? What did it teach you?

Mid Term: 100 Points

Final: 100 points

Final Grade Scale:

1000-940: A

939-900: A-

899-880: B+

879-830: B

829-800: B-

799-730: C+

729-700: C

699-680: D+

679-630: D

629-600: D-

599-0: F

Academic Integrity Policy:

A complete description of the Academic Integrity Policy can be found at:
http://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml

Academic Integrity**Standards and Regulations Home**

The basic commitment of a university is to search for and to communicate the truth as it is honestly perceived. The university could not accomplish its purpose in the absence of this demanding standard. To the extent that this standard is respected, a genuine learning community can exist. Students of this university are called upon to know, to respect, and to practice this standard of personal honesty.

Plagiarism is a serious form of violation of this standard. Plagiarism is the appropriation for gain of ideas, language, or work of another without sufficient public acknowledgement and appropriate citation that the material is not one's own. 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 deliberate taking and use of specific words and ideas of others without proper acknowledgement of the sources.

The faculty and administration of Loyola University Chicago wish to make it clear that the following acts are regarded as serious violations of personal honesty and the academic ideal that binds the university into a learning community:

Submitting as one's own:

1. Material copied from a published source: print, internet, CD-ROM, audio, video, etc.
2. Another person's unpublished work or examination material.
3. Allowing another or paying another to write or research a paper for one's own benefit.
4. Purchasing, acquiring, and using for course credit a pre-written paper.

The critical issue is to give proper recognition to other sources. To do so is both an act of personal, professional courtesy and of intellectual honesty.

Plagiarism on the part of a student in academic work or dishonest examination behavior will result minimally in the instructor assigning the grade of "F" for the assignment or examination. In addition, all instances of academic dishonesty must be reported to the chairperson of the department involved. The chairperson 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 upon the seriousness of the misconduct.

Academic cheating is another serious act that violates academic integrity. Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher; providing information to or obtaining information from another student during the examination; attempting to change answers after the examination has been submitted; and falsifying medical or other documents to petition for excused absences all are violations of the integrity and honesty standards of the examination process.

In the case of multiple instances of academic dishonesty across departments, the academic dean of the student's college may convene a hearing board. Students retain the right to appeal the decision of the hearing board to the academic dean of the college in which they are registered. The decision of the dean 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.

Schedule (subject to change)

Tues Aug 29 Introduction to course and to each other, The Shannon-Weaver Model of Communication

Th Aug 31 Chapter 1 Living in a Media World: Levels, Elements, Evolution & Understanding of Communication

Tues Sept 5 Chapter 2 – Society-Media Understanding & History of Media Effects, Effects in Our Lives

Th Sept 7 Chapter 2 continued Self Media Critique due

Tues Sept 12 Chapter 3 – Media Biz- Development & Business of Media

Th Sept 14 Chapter 4 – Books – Development, Buying & Selling, Books & Culture, Music Critique Due

Tues Sept 19 Chapter 5 Magazines – Magazine business, Magazines and Modern Society

Th Sept 21 Chapter 5 Magazines – Magazine Analysis Social Media Critique due

Tues Sept 26 Chapter 6 Newspapers – Invention, Future, News & Society

Th Sept 28 Read Critique Due

Tues Oct 3 Chapter 7 Audio Talk History, Business and Impact of Radio

Th Oct 5 Listen Critique Due

Tues Oct 10 No Class

Th Oct 12 Chapter 8 Movies Movie Business, Movies & Society

Tues Oct 17 MidTerm

Th Oct 19 Chapter 9 TV/Cable Television and Society, From Broadcasting to Narrowcasting

Tues Oct 24 Chapter 9 Continued

Th Oct 26 Chapter 10 Online – Development, Computers as Communication Tools - Watch Critique Due

Tues Oct 31 Chapter 11 Advertising Development & Business of Advertising

Th Nov 2 Chapter 11 Advertising cont.

Tues Nov 7 Chapter 12 PR/Framing the Message – PR Business, PR & Society

Th Nov 9 Chapter 12 PR/Framing the Message continued – Advertising Critique due

Tues Nov 14 Chapter 12 PR continued

Th Nov 16 Chapter 13 Media Law – Development of Free Press & Legal Controls - Relationships Critique due

Tues Nov 21 Catch All

Th Nov 23 No Class

Tues Nov 28 Chapter 14 Media Ethics – Principles & Persuasion

Th Nov 30 Chapter 14 Ethics Critique

Tues Dec 5 Chapter 15 Global Media Ideals & Standards around the World

Th Dec 7 Wrap Up Education Critique Due

T Dec 12 Final 9-11am