



Preparing people to lead extraordinary lives

COMM_175-202_Pergang

Monday, Wednesday, Friday 2:45pm—3:35 pm
School of Communications, Room 014
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Office hours: Before or after class, by appointment

Suggested TEXT: 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, 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 the historical origins and development of media by observation, reflection and application. You also will learn to be an intelligent, thoughtful and critical observer.

You will develop a better understanding of communication and media history and how they are used in various ways 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.
- Write clearly using lively words, as well as correct grammar and punctuation
- Use 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 a description of the basic history of communication including some theories, will explore interpersonal communication and then gain greater understanding of media methods and technologies.

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. Understand 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	100 points
Self-Reflection on Communication and Media	50 points
Textbook Reflection Papers (1,2,3 each worth 100)	300 points
Individual Presentation and Outline:	250 points
Group Presentation and Outline:	200 points
Post-Mortem Paper	100 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 the students will 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, respect, and 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:

August 27

August 29

August 31

experience

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

Week Two:

September 3

September 5

September 7

Words and sounds

(LABOR DAY, No CLASS)

Ancient Communication (cave drawings, hieroglyphics)

Language and Rhetoric

Week Three:

Did you hear the story about?

September 10

DUE: Textbook Reflection #1 and Class Discussion Part 1

Chapter 1 Mass Communication-a Critical Approach

September 12

Communication History (printing press, small papers, town criers, etc)

September 14

Story Telling through history

Week Four:

Print, type and photo

September 17

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

September 19

Telegraph (Samuel Morse) Wireless (Titanic)

September 21

Photography (Civil War, etc)

Week Five:

If it is in print, it must be true!

September 24

Due: Textbook Reflection #2 and Class Discussion #2

Textbook Part 3 Words and Pictures Chapter 8 The Rise and Decline

September 26 Journalism (growth, history, Spanish American War, 1930s, Tabloids, today)
September 28 Advertising (history, Super Bowl) and Public Relations (crisis management)

Week Six:

I can hear YOU and see things before my own eyes)

October 1 Radio:History (start, Hindenburg, FDR, Louis-Schmelling, baseball, Orphan Annie
October 3 Radio Growth and today
October 5 Film: History (origins, silent pictures, .sound, stars)

Week Seven:

The pictures are moving now!

October 8 (No Class..Fall Break)
October 10 **Due: Reflection Paper #3 and Class Discussion..**
Textbook Part 2: Chapter 7 Sounds and Images—Movies and The Impact of
Images
October 12 Film: Today's world in film

Week Eight:

I am on TV!

October 15 Television Origins, growth, programming
October 17 Television Cable, Netflix, etc.
October 19 In-class Conferences and Individual Speech Work

Week Nine:

DUE: individual speeches and outlines

October 22 Individual Speeches and Outlines Group 1
October 24 Individual Speeches and Outlines Group 2
October 26 Individual Speeches and Outlines Group 3

Week Ten:

Media Impact on Culture and Audience Groups

October 29 Make Up Individual Speeches as needed, cultural discussion
October 31 "War of the Worlds"
November 2 Media in Election 2018 Discussions and Examples

Week Eleven:

Technology explosion and Friends requests

November 5 Technology (satellites, internet, amazon, google, etc.)
November 7 Social Media (podcasts, facebook, dating apps, etc)
November 9 Looking forward to the future (regulation, controversy)

Week Twelve:

Group Time

November 12 Groups formed for the Final Presentation
November 14 Groups Brainstorm
November 16 Group Work and Individual Conferences

Week Thirteen:

November 19, GROUPS Outline Due
November 21 (NO CLASS THANKSGIVING HOLIDAY)
November 23 (NO CLASS THANKSGIVING HOLIDAY)

Week Fourteen:

November 26 **Group Presentation Work**
November 28 **Groups 1 and 2 present**
November 30 **Groups 3 and 4 present**

Week Fifteen:

December 3

ONLINE (Sakai)

December 5

December 7

FINAL GROUP PRESENTATIONS (if needed) Due: Post Mortem Report

Any Make Up Presentations

Any Make Up Presentations

Finals Week

As assigned

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