

Introduction to Communication, Spring 2019

COMM 175 - 001

Jim Grimes, Adjunct Communications Professor
Tuesdays/Thursdays, 8:30 to 9:45 AM, Mundelein Center, Room 611
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Office: *TBD*, Office Phone *TBD*, Office Hours: *TBD* or by appointment

COURSE DESCRIPTION

This course gives a historical, theoretical and practical overview of communication. The class will study the important periods in the evolution of human communication – the oral, written, print, electronic and digital eras. The textbook will be augmented with lectures and discussions, projects and guest lecturers. This course examines the challenges facing communications professionals and citizens.

COURSE OBJECTIVES

The purpose of this course is to expand media literacy and develop an understanding of the relationships between communications and culture. Students will relate communication theory to the use of modern communication forms. The class will also focus on identifying critical analysis skills as media consumers. Students should gain an understanding of the career opportunities and the skills required to enter the field. By looking at communication through these lenses, students will acquire a framework for further study and practice in communication.

REQUIRED MATERIALS

Media & Culture: Mass Communication in a Digital Age, 11th Ed.
Authors: Campbell, Martin, Fabos
Publisher: Bedford/St. Martins
ISBN: 978-1-319-05851-7

Students are encouraged to consider use of used, or electronic text versions and/or rentals. Other Readings and Resources will be made available in class, via SAKAI or online.

COURSE POLICIES

ASSIGNMENTS / LATE OR LOST WORK / EXTRA CREDIT

Assignments should be turned in by hardcopy or email by the due date.
If Sakai is utilized for assignments and tests, students will be informed by the instructor.
Students should maintain a backup copy of all work.
Late assignments will lose some credit.
Extra credit work may be submitted if approved by the instructor.

ATTENDANCE / LATE TO CLASS/ LEAVING CLASS EARLY

Students should notify the instructor if they will miss class. If arriving late to class, check in with the instructor at the end of class to verify attendance was noted. Students who must leave class early should notify the instructor prior to class beginning.

Missed work may not be made up or excused except in the case of University-approved absences or if arrangements are made with the instructor. After three absences, students will be required to provide documentation from the appropriate office for any subsequent absences. Missing class will result in the loss of points in the Class Participation grade.

ILLNESS

If you are ill, (coughing, sneezing, feverish, etc.) please do not come to class. Notify the instructor and visit the Wellness Center for advice and to get documentation.

PARTICIPATION

In this class, you'll hear lectures, student and guest presentations as well as class discussions. Students will receive credit for participation in the discussions with classmates and the instructor.

CLASSROOM CITIZENSHIP

Students are expected to respect each other. Treat each other with tolerance and understanding. The people you'll interact with in class are your peers and future colleagues. You are responsible for your own work, but you are also responsible to your instructor and your peers. Much of making sense of communication in our world depends on applying theoretical and critical insights to actual communication issues in our everyday lives. This course benefits from students bringing their own experiences to the class, so we can all appreciate and learn from the diversity our world.

COMPUTERS, TABLETS, SMARTPHONES IN THE CLASSROOM

If you would like to bring your own laptop, tablet, smartphone, etc. to take notes or access the class text or materials, that is acceptable. Be respectful with your use of technology. We will rely on web resources to help expand our knowledge of contemporary mass communication. You will be encouraged to contribute resources and techniques to the class. If your device is deemed a distraction by the instructor, you will be asked to shut it down.

STUDENTS WITH DISABILITIES/ACCOMMODATIONS

Any student with a learning disability or other needs that require special accommodation should provide documentation from the Services for Students with Disabilities office confidentially to the instructor. The instructor will accommodate each student's needs in the best way possible.

ASSIGNMENTS

Guest Lecturers—Class members will be asked to question and converse with selected guest lecturers. The class will debrief guests' presentations.

Social Media/Legacy Media Updates—Each student will pick a Social Media Platform or Legacy Media Example for a brief oral report to the class.

Media Research Mini-Paper—Each student will write a four-page research and opinion paper, using APA or MLA style for citations or references. The article should focus on a communications subject of their choosing. The topic of the report may be derived from the textbook, class discussions, or a related media issue.
Due dates to be announced in class.

Team Media Project—A team of students will prepare a presentation or demonstration for class on a media topic or issue of their choosing. The teams may use a presentation application to aid in their report to the class. The topic for each team's report may be derived from the textbook, class discussions, or a related media issue. *Due dates to be announced in class.*

Out of Class Media Experience Report—Each student will design their own out of class Media Experience Project and submit a one-page report to the instructor. Students need prior approval from the instructor on their topic.

ASSIGNMENTS, QUIZZES AND TESTS – PERCENTAGE OF GRADE

Class Participation (Attendance and Interaction)	20%
Quizzes (5 quizzes—5% each)	25%
Guest Lecturers (Participation/Reviews as Assigned)	05%
Social Media/Legacy Media Updates	05%
Media Research Mini-Paper	20%
Team Media Project	15%
Out of Class Media Experience Report	05%
Final Exam	05%

GRADING

The grading scale is as follows:

A	= 94% - 100%
A-	= 90% - 93%
B+	= 87% - 89%
B	= 84% - 86%
B-	= 80% - 83%
C+	= 77% - 79%
C	= 74% - 76%
C-	= 70% - 73%
D+	= 67% - 69%
D	= 64% - 66%
F	= 63% and below

Students will receive grades for each assignment unless otherwise noted in the syllabus. The instructor will attempt to share comments on assignments with each student. If a

student has a question about a grade, they should discuss it with the instructor within a week of the grade being issued.

This Syllabus and the sections within are subject to change. Students will be notified of any changes.

CLASS SCHEDULE

WK	Day / Date	Class Activities	Text Chapters	Notes
1	Tue.—Jan. 15	Syllabus Review & Class Orientation	1 Mass Comm	
	Thur.—Jan. 17	<i>Lect/Disc</i>	1 Mass Comm	
2	Tue.—Jan. 22	<i>Lect/Disc</i>	2 Internet/Digital	Guests TBA
	Thur.—Jan. 24	<i>Lect/Disc</i>	2 Internet/Digital	
3	Tue.—Jan. 29	<i>Lect/Disc</i> <i>Presentations</i>	3 Gaming	
	Thur.—Jan. 31	<i>Lect/Disc</i> <i>Presentations</i>	3 Gaming	
4	Tue.—Feb. 5	<i>Lect/Disc</i> <i>Presentations</i>	4 Sound/Music	QZ #1 Due
	Thur.—Feb. 7	<i>Lect/Disc</i> <i>Presentations</i>	4 Sound/Music	
5	Tue.—Feb. 12	<i>Lect/Disc</i> <i>Presentations</i>	5 Radio	
	Thur.—Feb. 14	<i>Lect/Disc</i> <i>Presentations</i>	5 Radio	
6	Tue.—Feb. 19	<i>Lect/Disc</i> <i>Presentations</i>	6 TV/Cable	
	Thur.—Feb. 21	<i>Lect/Disc</i> <i>Presentations</i>	6 TV/Cable	
7	Tue.—Feb. 26	<i>Lect/Disc</i> <i>Presentations</i>	7 Movies	QZ #2 Due
	Thur.—Feb. 28	<i>Lect/Disc</i> <i>Presentations</i>	7 Movies	
Bk	Mar. 4 – Mar. 8	Spring Break	No Classes	
8	Tue.—Mar. 12	<i>Lect/Disc</i> <i>Presentations</i>	8 Newspapers	Out of Class Topics Due
	Thur.—Mar. 14	<i>Lect/Disc</i> <i>Presentations</i>	8 Newspapers	

9	Tue.—Mar. 19	<i>Lect/Disc</i>	9 Magazines	
		<i>Presentations</i>		
	Thur.—Mar. 21	<i>Lect/Disc</i>	10 Books/Print	QZ #3 Due
		<i>Presentations</i>		
10	Tue.—Mar. 26	<i>Lect/Disc</i>	11 Advertising	
		<i>Presentations</i>		
	Thur.—Mar. 28	<i>Lect/Disc</i>	11 Advertising	
		<i>Presentations</i>		
11	Tue.—Apr. 2	<i>Lect/Disc</i>	12 Public Relations	
		<i>Presentations</i>		
	Thur.—Apr. 4	<i>Lect/Disc</i>	12 Public Relations	
		<i>Presentations</i>		
12	Tue.—Apr. 9	<i>Lect/Disc</i>	13 Economics	QZ #4 Due
		<i>Presentations</i>		
-----	Thur.—Apr. 11	Out of Class Project	No Class	
		<i>Presentations</i>		
13	Tue.—Apr. 16	<i>Lect/Disc</i>	14 Journalism	Out of Class
		<i>Presentations</i>		Reports Due
	Thur.—Apr. 18	<i>Lect/Disc</i>	14 Journalism	
		<i>Presentations</i>		
14	Tue.—Apr. 23	<i>Lect/Disc</i>	15 Research	
		<i>Presentations</i>		
	Thur.—Apr. 25	<i>Lect/Disc</i>	16 Legal	Quiz #5 Due
		<i>Presentations</i>		
Finals	Sat.—May 4	Exam 9:00-11:00 AM		Final Exam

School of Communication (SOC) Statement on Sexual Harassment

Sexual Harassment is defined as unwelcome sexual advances, requests for sexual favors and other verbal or physical conduct of a sexual nature. Loyola University of Chicago will not tolerate it by faculty, students or other employees, and will attempt to take prompt corrective action against any sexual harassment by or of its students, faculty and employees. Persons who believe they have been harmed by harassment of this kind should bring the conduct to the attention of the School of Communication dean's office. All complaints are taken seriously and no one reporting them will suffer reprisal or retaliation from the University. Such complaints will be treated in confidence to the extent feasible, given the need to conduct a thorough investigation and take corrective action.

School of Communication (SOC) Statement on Academic Integrity Please Read Carefully in its Entirety

A basic mission of a university is to search for and to communicate 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;
- Falsifying medical or other documents to petition for excused absences or extensions of deadlines; or
- any other action that, by omission or commission, compromises the integrity of the academic evaluation process.

Plagiarism is a serious violation of the standards of academic honesty. Plagiarism is the appropriation of ideas, language, work, or intellectual property of another, either by intent or by negligence, 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 taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes, but is not limited to, the following:

- Submitting as one's own material copied from a published source, such as Internet, print, 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; or
- 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 an act of personal and professional courtesy, as well as 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. A student who submits the same work for credit in two or more classes 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 appropriate area head and to the office of 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 consistent with the Academic Integrity Policy of the College of Arts & Sciences.)