

**Loyola University**  
**School of Communication**  
**Communication 175-001 Syllabus: Intro to Communication**  
**Fall Semester 2014**

**Class dates:** Tuesdays and Thursdays; Tuesday, August 26 to Thursday, December 4

**Time:** 2:30 p.m. to 3:45 p.m.

**Location:** Mundelein Center, Room 507

**Instructor:** John Brooks

**Office hours:** Tuesdays and Thursdays, 1:30 p.m. to 2:30 p.m.; 3:45 p.m. to 4:45 p.m.; or by appointment

**Office location:** TBD

**Loyola University email:** jbrooks9@luc.edu

**Mobile phone:** (847) 894-4529

**Required Text:**

***Media & Culture: An Introduction to Mass Communication, 9<sup>th</sup> edition (2013).*** Richard Campbell, Christopher R. Martin, Bettina Fabos. Bedford/St. Martin's, publisher. ISBN 13: 9781457628313.



There may be additional reading for classroom discussion every week. Sources for discussions are from public relations and business-oriented newsletters and publications which your instructor reads regularly. These include e-mail newsletters such as Ragan's Daily Headlines, PR Daily Newsfeed, Bulldog Reporter's Daily Dog and PRSA Issues and Trends; and publications such as the *Chicago Tribune*, *Wall Street Journal*, *PR Week*, *PR Tactics*, and *Public Relations Strategist*.

**Course Description:**

This course gives a general and theoretical overview of communication. By approaching communication through a critical and historical lens, you will form an intellectual foundation for further study and communication practice. We will focus on modern (and changing) forms of communication, and how communication affects our lives and choices.

**Student Learning Outcomes:**

The purpose of this course is to teach modern media literacy to students who plan careers in communication-related fields. We will relate communication theory to modern communication forms, and we will focus on developing critical analysis skills to understand how modern communication methods work, affect our lives and our choices.

**Course requirements:**

- Attendance: 27 points
- Quizzes (4): 100 points
- Class participation: 15 points
- In-class assignments: 8 points (at least)
- Individual report & presentation: 50 points
- Team report and presentation: 100 points

### **Class Attendance Policy:**

Your instructor expects you to make every effort to attend class, because success in this course depends on regular attendance and interaction with teammates, as well as active participation in the classroom. Classes will begin promptly at 2:30 p.m., and attendance will be monitored via a sign-in sheet. If you know you will be unable to attend class and have a legitimate excuse, please inform your instructor by email or text. Acceptable excuses for missing class include illness, family emergency, court date or student-athlete commitments. (Work conflicts are *not* acceptable excuses) Please provide evidence to document excused absences to the instructor.

### **Class grading:**

**Attendance (27 points):** According to the university schedule, the class is scheduled to meet 27 times during the Fall Semester. You will receive one point for each class you attend, ½ point for each class you attend, but arrive late.

**Quizzes: 100 points (4 x 25 points each):** There will be four quizzes that will include readings, comments in class discussions and comments from guest speakers. If you're in class, paying attention, and reading the text, these won't be difficult. Quizzes will appropriate dropbox by 11:59 p.m. on the deadline day. **Quizzes submitted late are not accepted.**

**Class participation (15 points):** Class participation matters in this class, just as participating and speaking up matter in the public relations business. Silence is *not* an option. Your instructor asks many questions in class, and invites comment and discussion. Class participation includes in-class discussions, case study review and comment, volunteering ideas/answers, and interaction with guest speakers. It is important to come to class prepared by keeping up with assigned readings. Discussion and debate are ways of assuring your understanding of the subject, and it will contribute to your knowledge of the field.

**In-class assignments (8 points):** During the course of the semester, there will be some in-class assignments you will submit for credit. You must be present in class to participate – there will be no makeups. These assignments are intended to help you think about communication methods, and how you use them.

**Individual report & presentation (50 points):** Each student will select a media organization, study its history, and report on how the organization has evolved from its beginnings to how it presents itself to users today. You will submit a written report (**due September 21**), and you will present your analysis to the class, following a signup schedule. The written report is worth 35 points, and the oral report is worth 15 points. More information will be made available the first week of class. **Reports submitted late are not accepted.**

**Team report & presentation (100 points):** Working with a partner in the class, you will create a 90-second video (**due November 16**) that asks and answers an intriguing question about your genre's future. Good examples include, "Is print relevant" or "How will television look in ten years?" Please see the following link for a good example of a creative and thought provoking video:

[http://www.youtube.com/watch?v=tZUmc\\_GYM\\_M](http://www.youtube.com/watch?v=tZUmc_GYM_M)

Possible media genres to choose from are:

Advertising/Public Relations

Digital Media

Print

Film and Television  
Music and Radio  
Photography  
Social Media

The project will include the video itself and how well it conveys the point of the assignment, and a short written report that explains the concept, how you approached the assignment, and what you learned in making the video. Your team will present the video to the class, explain the concept and why you reached the conclusions you did. **Projects submitted late are not accepted.**

### **Meetings with the instructor**

Your instructor wants to meet you, and learn about your hopes and dreams for careers in public relations/communication. Times for individual meetings will be before and after class. ***Meetings are optional, but I strongly encourage your participation.*** We can discuss career and internship possibilities, your progress in the class, or other related topics.

### **Academic Dishonesty Policy**

Academic dishonesty can take several forms, including, but not limited to cheating, plagiarism, copying another student's work, and submitting false documents. 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; 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 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. 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.

A complete description of the School of Communication Academic Integrity Policy can be found at <http://www.luc.edu/soc/Policy.shtml>

### **Preliminary Class Schedule:**

The following is a working schedule (likely subject to change as opportunities arise) of how we will conduct the class, and review the text and other supplemental readings. Classes will consist of a mix of lectures, small group discussions, Q&A, case presentations and analysis, group work and occasional guest speakers who specialize in some facet of the communications business.

### **Week of August 26 & 28**

Introductions

Course outline, assignments, grading

**Student digital media assessment (due Aug. 28)**

### **Week of September 2 & 4**

Chapter 1: Mass Communication: A Critical Approach

Chapter 2: The Internet, Digital Media and Media Convergence

**Individual report topics due no later than September 4**

**Two-person team assignments due September 4**

### **Week of September 9 & 11**

Chapter 3: Digital Gaming and Media Playground

Chapter 4: Sound Recording and Popular Music

**Quiz #1: Due Sunday, September 14, 11:59 p.m.**

### **Week of September 16 & 18**

Chapter 5: Popular Radio and the Origins of Broadcasting

Chapter 6: Television and Cable: The Power of Visual Culture

**Individual reports due Sunday, September 21, 11:59 p.m.**

### **Week of September 23 & 25**

Individual reports (4)

Chapter 7: Movies and Impact of Images  
Chapter 8: Newspapers: The Rise and Decline of Modern Journalism  
**Quiz #2: Due Sunday, September 28, 11:59 p.m.**

**Week of September 30 & October 2**

Individual reports (4)  
Chapter 9: Magazines in the Age of Specialization  
Chapter 10: Books and the Power of Print

**Week of October 7 & 9**

**October 6-7, mid-semester break**  
October 9: Individual reports (2)

**Week of October 14 & 16**

Individual reports (4)  
Chapter 11: Advertising and Commercial Culture  
Chapter 12: Public Relations and Framing the Message  
**Quiz #3: Due Sunday, October 19, 11:59 p.m.**

**Week of October 21 & 23**

Individual reports (4)  
Chapter 13: Media Economics and the Global Marketplace  
Chapter 14: The Culture of Journalism: Values, Ethics and Democracy

**Week of October 28 & 30**

October 28-30: Video teams meet with instructor

**Week of November 4 & 6**

Individual reports (4)  
Chapter 15: Media Effects and Cultural Approaches to Research  
Chapter 16: Legal Controls and Freedom of Expression

**Week of November 11 & 13**

Individual reports (4)  
Case studies: Government Surveillance & current topic  
**Team videos due Sunday, November 16, 11:59 p.m.**

**Week of November 18 & 20**

Individual reports (4)  
Team video presentations

**Week of November 25 & 27**

**Thanksgiving break Nov. 26-29**

**Week of December 2 & 4**

Team video presentations

**Final Quiz: Due Thursday, Dec. 11, 11 a.m.**

**Final Grades & Point Totals**

A	280-300	B-	240-249	D+	200-209
A-	270-279	C+	230-239	D	190-199
B+	260-269	C	220-229	D-	180-189
B	250-259	C-	210-219	F	Below 180