



LOYOLA
UNIVERSITY CHICAGO

Preparing people to lead extraordinary lives

COMM 175/202 (3746) —INTRODUCTION TO COMMUNICATION
SCHOOL OF COMMUNICATION, WATER TOWER CAMPUS, SPRING 2014

Instructor: Milan Pribisic, Ph.D. (mpribis@luc.edu)

Class meetings: MWF 01:40PM to 02:30PM; School of Communication, Room 013

Office: **WTC** 900 Lewis Tower, workstation B; phone: (312) 915-7755

Office Hours: **WTC/Lewis Tower** Wednesdays 11:30AM to 01:30PM or by appointment

COURSE DESCRIPTION: This course is an introduction to the study of communication as seen through theoretical, critical and historical lens. We will examine the nature and the complexity of the communication phenomenon, its different elements and types, as well as explore chronologically the forms, styles and conventions of communication through which humans have been exchanging information, producing meaning and knowledge, creating a common vision of the past and future, reproducing social and ethical values, and attempting to regulate or transform itself and environment.

COURSE OBJECTIVES: The goal of the course is to invigorate the students' communication literacy both theoretically and historically by providing an intellectual framework for further study and practice in communication. More specifically, after taking the course the students will be able to provide definitions of key communication concepts and be able to use them in appropriate discursive context; identify different theories of communication, classify the different modes of address (the spoken, the written, and the electronic) according to the technological and media innovations at diverse points in history, and list the key players, social changes and epistemological

consequences that the cultures of orality, literacy and post-literacy have produced. This is a Core credit course that fulfills your Societal and Cultural literacy requirement.

TEXTS: 1. Trenholm, S.. *Thinking through Communication*. (TtC)

7th edition (2014)--mandatory

2. Thorburn and Jenkins, eds. *Rethinking Media Change*. (MC) (2004)—mandatory

3. Levinson, P. *New New Media*. 2nd. Edition (2012)—recommended

ONE LIVE THEATRE ATTENDANCE REQUIRED

ATTENDANCE: All students are expected to attend the class regularly and to be prepared to actively participate in the discussions and activities. For attending a class you will receive one point that will be part of your course Participation grade. No show in class means no participation points for attendance. In order to make up for the missed assignments (oral presentation; group projects, online assignments, quiz, exam ...) the written medical doctor's excuse needs to be presented or a proper documentation showing you were representing Loyola in intercollegiate athletics, debate, model government organizations on these dates.

ACADEMIC HONESTY: 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 violation of academic integrity. **Cheating** includes, but is not limited to, obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher; providing information to another student during 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, compromise the integrity of the academic evaluation process. **Plagiarism** is a serious violation of the standards of academic honesty; it 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. Plagiarism involves the taking and use of specific words and ideas of other without proper acknowledgement of the sources, and includes, but is not limited, to 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. 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. Any 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. See the LUC web page *Academic Integrity* at Undergraduate Studies Catalog/Academic Standards and Regulations for university policy on plagiarism at http://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml

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. 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.

TUTORING: The Tutoring Center offers free small group and walk-in tutoring for Loyola students. The groups meet once a week through the end of semester and are led by a peer tutor who has successfully completed study in the course material. To learn more or request tutoring services visit the Tutoring Center at www.luc.edu/tutoring.

STUDENTS WITH DISABILITIES: Any student with a learning disability that needs special accommodation during exams or class periods should provide documentation from Services for Students with Disabilities confidentially to the instructor. The instructor will accommodate that student's needs in the best way possible, given the constraints of course content and processes. It is the student's responsibility to plan in advance in order to meet their own needs and assignments due dates.

CLASSROOM ETIQUETTE: Please be advised that, because of the course attendance policy, the attendance is taken at the beginning of the class. Up to fifteen minutes lateness is acceptable according to the academic rules; beyond that it is on your own discretion to decide whether you should interrupt the class already in progress or not; in any case, if you enter the classroom after the attendance has been taken it is your responsibility to check with the instructor after the class to be sure to get the attendance credit.

GRADING ASSIGNMENTS: I am using the cumulative point system which means each assignment carries a certain number of points. In order to receive a letter grade D for the Course you will need to have 183 points out of 300 total points possible (that is 61% of the total points).

Participation (attendance and class activities such as peer teaching, assessment test, quiz, one-minute paper etc.; two-page reaction paper; individual oral report; online assignments such as Forums, class's Resources folder...)	80 points
Exam	100 points

Group oral presentation	50 points
Term paper (seven-page paper serving as a final exam)	70 points
TOTAL POINTS	300 points

TOTAL= 300 POINTS:

A (EXCELLENT)=285-300;

A-minus=273-284;

B+=261-72;

B (GOOD)=249-260;

B-minus= 240-248;

C+=231-239;

C (AVERAGE)=219-230;

C-minus=213-218;

D+=201-212;

D (FAIR)=183-200;

F (POOR)=below 183

STATEMENT OF INTENT: By remaining in this course, students are agreeing to accept this syllabus as a contract and to abide by the guidelines outlined in this document.

WEEKLY SCHEDULE

WEEK of January 13: Course intro and overview

COMMUNICATION FUNDAMENTALS

Human Communication: What and Why. **READ:** TtC ch. 2

WEEK of January 20: **NO CLASS ON MONDAY/LABOR DAY**

Communication: Models and Perspectives (continued ch. 2)

The Communication Tradition. **READ:** TtC ch. 1

WEEK of January 27: *COMMUNICATION ELEMENTS*

Language. **READ:** TtC ch. 4

SHORT ORAL REPORTS START THIS WEEK!!!

WEEK of February 3: Language (continues)

Nonverbal Communication

READ: TtC ch. 6

WEEK of February 10: Nonverbal Communication (continued)

Listening **READ:** TtC ch. 3

WEEK of February 17: *INTERPERSONAL COMMUNICATION*

Interpersonal Relationships

Interpersonal Relational Skills

READ: TtC ch. 6

WEEK of February 24: *COMMUNICATION IN GROUPS*

Communicating in Groups

READ: TtC ch. 7

Organizational Communication

READ: TtC ch. 8

WEEK of March 3: **SPRING BREAK—ENJOY!!!**

WEEK of March 10: Public Communication

READ: TtC ch. 9 (p. 231-236)

Intercultural Communication

WEEK of April 7: 2-PAGE THEATRE REACTION PAPER DUE (APRIL 7)
MASS MEDIA AND MASS SOCIETY

READ: “How Users Define New Media: A History of the Amusement Phonograph” by L. Gitelman in MC p. 61-79

IMAGE-BASED MEDIA

READ: “Re-Newing Old Technologies: Astonishment, Second Nature, and the Uncanny in Technology from the Previous Turn-of-the-Century” by T. Gunning in MC p. 39-60

GROUP ORAL REPORTS BEGIN!!! (WEDNESDAY APRIL 9TH)

WEEK of April 14: GROUP ORAL REPORTS CONTINUE!!!

NO CLASSES ON FRIDAY (GOOD FRIDAY)

WEEK of April 21: NO CLASSES ON MONDAY (EASTER MONDAY)

GROUP ORAL REPORTS CONTINUE!

FINAL EXAM DATE is Monday, May 05, 2014, 01:00PM to 03:00PM (due date for the 7 page paper).

GROUP ORAL PRESENTATIONS: You will be divided in groups of five; each group will do a 30-minute orally **spoken (not read!)** presentation/lecture on one of the chapters (chosen by the instructor) from the *Rethinking Media Change* textbook. Introduce the topic of the article clearly and economically; cite the author’s name and a brief background on him/her; briefly summarize what the article is about; using main- and sub-points state the main ideas [do not attempt to cover all ideas but focus instead on the most

central points] and support them with examples; use good, strong transitions between all the presentations sub-points, and provide a strong, meaningful conclusion. Each member of the group has to be part of the presentation. End the presentation with DISCUSSION QUESTIONS [minimum five questions] that should help you see how did the class process the material you just presented to them; feel free to use visual aids or other presentation devices.

At the time of your presentation submit a KEY WORD OUTLINE (one Outline per group; should not be longer than two pages of a double-spaced, typed and stapled text; please ask instructor if you are unfamiliar with the outline format). Include in the outline the basic information (the names of the group members, title of the article and author's name, Introduction—with an outline of the presentation, Body of presentation with main and sub-points, and Conclusion that should also contain your EVALUATION of the article's significance as a whole and the class DISCUSSION QUESTIONS you prepared for the classmates).

The group oral reports are due at the end of the semester (see the syllabus for exact dates). The presentations that last under 25 minutes are too short and the ones over 35 minutes are too long and will be cut; in each case 20% deduction will be automatically taken. The report is worth up to 50 points, of which up to 5 points are for the Outline.

RUBRIC FOR THE GROUP ORAL PRESENTATION

An EXCELLENT (A) group oral presentation will:

1. present the article's main points clearly and well adapted for the classroom,
2. engage the class with the material either with questions and/or the class activity,
3. rely on the notes and slides as little as possible with NO READING unless it is a larger quote (which should be avoided in the first place),
4. use the visuals that are organically incorporated into the presentation without turning it into a slide show,

5. have an outline that clearly demonstrate the presentation's organization and sequence, contains all the required elements and has no grammatical or typographical errors,
6. observe the presentation's time limitations (no less than 25 minutes no more than 35 minutes)

Grades of B, C, D and F will be given to those presentation that are missing, not observing or having problems with one to two (letter B [Good] grade), three (C [Average] grade), four or five (D [Fair] grade) or all six (F [Poor] grade) of the above mentioned elements.

WRITTEN ASSIGNMENT: In a seven-page paper, typed, double-spaced, stapled, and documented [MLA or APA Style of Documentation] where appropriate, you are expected to provide a cultural and personal history of a “new new medium” (possible choices are blogging, MySpace, Facebook, Twitter, YouTube, Second Life, Tumblr, video/online games, LinkedIn, Wikipedia, Digg, Podcasting ...). Use as a tool professor Uricchio's extended definition of media as cultural practices with its six elements to approach a medium of your choice. Be sure to address each element--provide a technological, institutional, textual history of the medium and its cultural significance and characteristics within the social orders and mentalities using research and class lectures and discussions; within the element of lived experiences of [producers and] consumers provide your personal relation and practical experience with this medium.

The paper is worth 70 points. No late assignments will be accepted (unless there is a documented medical excuse). My grading will be based on the following: the quality of your **ANALYSIS** [the interpretation of the data provided by the research, class readings and discussions and the connections made with the themes relevant to the course as a whole], the clarity of the paper's organization, and the linguistic and stylistic choices

made (economy, creativity, precision, grammar, and spelling). You will turn in your paper electronically on Sakai as a Turnitin assignment. The deadline is **final exam date (May 5th, 2014 at 3:00pm)**.

RUBRIC FOR THE PAPER ASSIGNMENT:

AN EXCELLENT (LETTER A GRADE) PAPER WILL:

1. Use Prof. Uricchio's extended definition of media as cultural practices to analyze the medium of your choice addressing all six elements of that definition; use the class readings, lectures and discussions as well as individual research to support this analysis (at least five sources, two of which need to be published books or articles in scholarly journals, need to be used in the paper and documented on the Works Cited/References page using MLA or APA Style Manual (please ask the instructor if you are unfamiliar with these styles).
2. Apply in the paper the concepts discussed in the *Rethinking Media Change* textbook and during the class lectures/discussions (e.g. the elements of interactivity, the stages of development according to an aesthetics of media transition, the paradoxes of media use [advantages and disadvantages, amazement and trauma..], the phenomenon of immersion achieved by new media technologies, etc.).
3. Have a clear paper organization with smooth transitions from point to point and a style of writing (grammar, linguistic choices) that makes the paper an easy to follow forum to express your ideas, thoughts and feelings about the subject matter.
4. Observe the format given for the paper (seven-page paper means six pages and five lines of the text is too short and seven and a half pages is too long). The Works Cited (MLA Style) or References (APA Style) page is mandatory and is not included in the seven-page text. No title page is necessary.
5. Be proofread and devoid of any typing errors.

Letter B (Good) will be assigned to a paper that has issues with one of the elements mentioned above; letter C grade (Average) will be assigned to a paper that has issues

with two to three of the above mentioned elements; letter D (Fair) will be assigned to a paper that has issues with four of the elements and letter F (Poor) will be assigned to a paper that has problems with ALL five of the above mentioned criteria.

SHORT ORAL REPORT: For this assignment you will have to pick up a term/concept from the list provided by the instructor (all of them are covered by our *Thinking through Communication* research for this report; after you research is done share your research with the class, in a short (three to five minutes) presentation, by defining and explaining the term/concept, providing examples/illustrations for it and, instead of an outline, using a presentation aid (e.g. PowerPoint presentation) that you will post on Sakai under Resources/Folder Short Oral Report for everyone in the class to use. End your presentation by opening the floor for questions/comments from the audience (the q/a segment can go beyond five minutes at the discretion of the instructor).

Letter grade A (Excellent) will be given to a presentation that:

1. Observes the time limitations of the assignment,
2. Clearly defines and explains the term and provides the examples that clarify it,
3. Uses presentation aid that further supports the verbal argument of the presentation,
4. Posts the aid on Sakai under Resources,
5. Abstains from reading from the notes or the visual (PowerPoint or such) aid
6. Clearly engages the classroom with question or through a discussion about the term/concept

Letter grade B (Good) will be awarded to a presentation that lacks or has issues with one to two of the above mentioned criteria; letter C (Average) will be awarded to a presentation which lacks/has issues with three of the above mentioned criteria; letter D (Fair) will be awarded to a presentation with issues with four to five of the criteria and letter F (Poor) to the one that has problems with ALL six of the above mentioned criteria.

We start with the short oral reports during the Week of January 27, 2014 (everybody needs to let me know your choice of the term/concept no later than end of February 2014). You will post your choice of the term on Sakai/Discussion Board's Forum. This assignment is worth ten (10) points that count toward your Participation grade.

