

**Loyola University**  
**School of Communication**  
**Communication 175-204: Intro to Communication**  
**Spring Semester 2020**

**Class dates:** Tuesdays, Jan. 14 to Tuesday, April 28

**Time:** 4:15 p.m. to 6:45 p.m.

**Location:** School of Communication, Room 014

**Instructor:** John Brooks

**Office hours:** By appointment

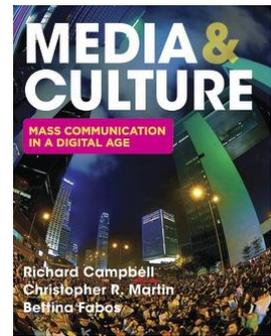
**Office location:** Lewis Towers, 9<sup>th</sup> floor

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

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

**Required Text:**

***Media & Culture: An Introduction to Mass Communication, 12<sup>th</sup> edition*** (2019). Richard Campbell, Christopher R. Martin, Bettina Fabos. Bedford/St. Martin's, publisher. ISBN 978-1-319-10285-2.



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 PRSA Issues and Trends and publications such as the *Chicago Tribune*, *Wall Street Journal*, *New York Times*, *Washington Post*.

**Course Description:**

This course gives a general and theoretical overview of various forms 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 and participation: 30 points
- Quizzes (4): 100 points
- Individual written report and presentation: 40 points
- Team video and report: 45 points
- Meeting deadlines: 10 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 4:15 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 and participation (30 points):** According to the university schedule, the class is scheduled to meet 15 times during the fall semester.

Class participation matters in this class, just as participating and speaking up matters in any 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 possible 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.

You will earn up to two points for each class session.

**Quizzes: 100 points (4 x 25 points each):** There will be four quizzes that will include readings, comments in class discussions and comments from possible guest speakers. If you're in class, paying attention, and reading the text, these won't be difficult. Quizzes will be due in the appropriate dropbox by 11:55 p.m. on the deadline day. **Quizzes submitted late are not accepted.**

**Individual written report and presentation (40 points):** Each student will select a media organization or media topic, study its history, and report on how the organization has evolved from its beginnings to how it presents itself today. You will submit a written report, and you will present your analysis to the class, following a signup schedule. The written report is worth 20 points, and the oral report is worth 20 points. More information will be made available the first week of class.

**Topics are due Jan. 21. Written reports are due Feb. 4. Written reports submitted late are not accepted.**

**Team video project (45 points):** Working with a partner in the class, you will create a 90-second to two-minute video that asks and answers an intriguing question about your communication issue. Your choices of video topics and class partners are due Feb. 18.

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. **Video team choices and topics are due Feb. 18. Video projects and reports are due April 14. Projects submitted late are not accepted.**

**Meeting deadlines (10 points):** Two points will be awarded to each student who submits required information for this course by specific deadlines assigned by the instructor. These include a student media assessment, individual report topics, presentation signups, video team choices and video topic choices.

### **Meetings with the instructor**

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

### **Important dates**

**Jan. 21:** Last day to withdraw without a mark of "W"

**March 2-7:** Spring break

**March 23:** Last day to withdraw with a mark of "W"

**April 24:** Classes end

**April 28:** Final exam

### **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.

#### **Jan. 14**

Introductions

Course outline, assignments, grading

Begin Chapter 1: Mass Communication A Critical Approach

**Discuss student digital media assessment, individual report topics**

#### **Jan. 21**

Chapter 1: Mass Communication: A Critical Approach (cont'd)

**Student digital media assessment due Jan. 21 in dropbox, 4 p.m.**

**Individual report topics due Jan. 21 in dropbox, 4 p.m.**

**Begin sign up for presentations**

#### **Jan. 28**

Chapter 2: The Internet, Digital Media and Media Convergence

**Sign up for presentations**

#### **Feb. 4**

Student presentations

Chapter 3: Digital Gaming and the Media Playground

**Individual written reports due Tuesday, Feb. 4 in dropbox, 4 p.m.**

**Quiz #1: Due Sunday, Feb. 9, 11:55 p.m. in dropbox**

#### **Feb. 11**

Student presentations

Chapter 4: Sound Recording and Popular Music

#### **Feb. 18**

Student presentations

Chapter 5: Popular Radio and the Origins of Broadcasting

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

**Two-person video teams, topics due Feb. 18 in dropbox, 4 p.m.**

#### **Feb. 25**

Student presentations

Chapter 7: Movies and the Impact of Images

**Quiz #2: Due Sunday, March 1, 11:55 p.m. in the dropbox**

**March 3**

**SPRING BREAK: NO CLASS!**

**March 10**

Student presentations

Chapter 8: Newspapers: The Rise and Decline of Modern Journalism

Chapter 9: Magazines in the Age of Specialization

**March 17**

Student presentations

Chapter 10: Books and the Power of Print

**Video teams meet with instructor**

**March 24**

Student presentations

Chapter 11: Advertising and Commercial Culture

**Video teams meet with instructor (if needed)**

**Quiz #3: Due Sunday, March 29, 11:55 p.m. in the dropbox**

**March 31**

Student presentations

Chapter 12: Public Relations and Framing the Message

**April 7**

Student presentations end

Chapter 13: Media Economics and the Global Marketplace

**April 14**

Chapter 14: The Culture of Journalism: Values, Ethics and Democracy

Chapter 16: Legal Controls and Freedom of Expression

**Team videos due Tuesday, April 14, 4 p.m., in the dropbox**

Team video presentations

**April 21**

Team video presentations

**Quiz #4 (final exam): Due Tuesday, April 28, 6:45 p.m. in the dropbox**

**Final grades and point totals (based on 225 points)**

A 210-225

B-180-186

D+ 147-157

A- 203-209

C+ 169-179

D 142-146

B+194-202

C 165-168

D- 135-141

B 187-193

C- 158-164

**F Below 134**

## **Policy Statements:**

- **School of Communication Statement on Academic Integrity**
- **Students with Disabilities**
- **Managing Life Crises and Finding Support**

### **School of Communication Statement on Academic Integrity**

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. These examples of academic dishonesty apply to both individual and group assignments.

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;
- Taking an examination by proxy. Taking or attempting to take an exam for someone else is a violation by both the student enrolled in the course and the proxy.
- 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.

- Submitting the same work for credit in two or more classes, even if the classes are taken in 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.

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

[https://www.luc.edu/academics/catalog/undergrad/reg\\_academicintegrity.shtml](https://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml)

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 Associate and Assistant Deans of the School of Communication. Instructors must provide the appropriate information and documentation when they suspect an instance of academic misconduct has occurred. The instructor must also notify the student of their findings and sanction.

The Associate and Assistant Deans 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](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.)*

**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 assignment due dates.

**Managing Life Crises and Finding Support:** Should you encounter an unexpected crisis during the semester (e.g., securing food or housing, addressing mental health concerns, managing a financial crisis, and/or dealing with a family emergency, etc.), I strongly encourage you to contact the Office of the Dean of Students by submitting a CARE referral (<https://LUC.edu/csaa>) for yourself or a peer in need of support. If you are uncomfortable doing so on your own, please know that I can submit a referral on your behalf – just email me or schedule a meeting with me during office hours. To learn more about the Office of the Dean of Students, please find their websites here: <https://LUC.edu/dos> or <http://LUC.edu/csa>. Phone 773-508-8840. Email [deanofstudents@luc.edu](mailto:deanofstudents@luc.edu).

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