

Loyola University Chicago
COMM_175-207_RMinkoff
Intro to Communication
Fall 2023
Tues-Thurs 1130a-1245p Corboy 105

Instructor: Randy Minkoff

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COURSE DESCRIPTION

This course is designed give an historical background and current scenarios as to the various types of communication, from early civilization speech to today's social media. How each sector of communication influenced history and culture, specifically how we live and rely on it today. An examination of why some elements thrived and then failed, becoming obsolete.

It is **extremely** important that you are aware of current news stories and trends as a part of the class. This course will review the history of speech, marketing, advertising, music, print, radio, television, and internet communication. But it will also place a heavy emphasis on current events and media trends and how they impact society. You should use a variety of news sources – daily newspaper, weekly magazines, websites, blogs, radio and television news, to learn how communication impacts us today. Class discussion is an integral part of the class as many editing situations are subjective.

With that in mind, consider this syllabus as a general tool, **SUBJECT TO CHANGE**, depending upon news events. Communication is adaptation and do not view this overview as a class schedule that is etched in granite.

GRADING

For most assignments you will receive a letter grade: A(excellent), B (very good), C(average), D(poor),m F(automatic for any incomplete assignments). Your grades are based upon demonstrating a good grasp of the concepts and techniques, and the impact of communication on society. Several quizzes reviewing material covered in class will be given. In some isolated cases you will receive a 'complete' for an assignment; I will be very clear up front about grade expectations for each project. You may and are encouraged to ask about the progress you are making during the term either in person or via e-mail. There will also be a final exam and final research project to be completed.

ABSENCES: All assignments are due at the assigned deadline time: papers turned in after the deadline will be graded down accordingly. It is **VITAL** to have communication with me if you have to miss a class for any reason. Please notify me whenever possible **AHEAD** of time so I can arrange to get you the proper materials covered in class. **Unexcused absences will be counted against you for your overall grade in the class.**

READING MATERIALS: There is **NO** formal textbook for this class, but the AP stylebook is an **essential** purchase as that will be the template for grading any essays or reports during the term. Materials will be provided via power point and handouts. Videos plan a critical role in the discussion of the various aspects of communication which is why it is important to attend either in person or online.

IMPORTANT NOTES:

1. **We will start on time; lateness is highly discouraged.**
2. Feel free to voice an opinion on any subject and back it up with facts. An exchange of ideas is essential to good communication. Remember this is also a current events class and we will often discuss the news of that particular day.
3. This is also an OPEN NOTE class, meaning you may refer to notes you take during the class for all quizzes and exams.
4. All assignments are due on the day they are listed either through direct e-mail or Sakai and will be returned to you the same way.
5. All assignments and handouts will be posted on Sakai AFTER class but it is not to be considered a substitute for missing class as we amplify what is written during class discussions.
6. If you miss a quiz, you can NOT make it up, with the exception of an excused absence. Quizzes will be distributed at the start of class and in most instances are due by the end of the class time.
7. Don't ever hesitate to ask me for clarification or direction at the time the assignment is given. Don't wait until the last minute to ask questions about what the assignment requirements are; if you do have ANY questions about any assignment or discussion, feel free to EMAIL me immediately and I will effort to get back to you ASAP. .
8. There will be considerable use of video in the class; it is essential to take notes on the materials contained in the video along with commentary I make during the showings. Students who miss class without notification will have to get material on the videos and discussion from a classmate. Students with excused absences can arrange with me to have videos sent via One Drive upon request.
9. ALWAYS be honest with me and with your work. Plagiarism is a serious offense and will not be tolerated.

TENTATIVE SCHEDULE (Subject to change because of the nature of current events and issues that may come up during the semester)

Week 1: Course introduction; communication challenges facing today's society. (Aug. 29-31)

Overview of the semester; evolution of communication fields from origins to today. Major issues facing communication the pandemic, elections, to Black Lives Matter. Explanation of quizzes, papers and midterm/final exams. The increasing problem of "fake news" in all types of communication. The challenges of language and the evolution of words to communicate with one another.

Week 2 Communication: from the early days of the phone to today's AI (Sept 5-7)

. The evolution of telephonic communication from the telegraph to the smart phone. How early America communicated with one another; technological advances and how it affected communications. The challenges AI presents in today's world of communication.

Week 3: Print (Sept 12-14)

Pamphlets to blogs, how ideas and concepts were conveyed to the public via print communications. Newspapers, magazines and internet sites.

Week 4: Photography. (Sept. 19-21) First quiz of semester.

A picture may be worth 1,000 words but how did it impact society; how cropping, focusing and Photoshop could alter the message of the photo. The quiz will focus on materials covered to date.

Week 5: Propaganda, scandals. How Watergate changed communication. (Sept. 26-28^h)

. How groups and government used communication to further their beliefs and principles. How coverage has evolved in the 50th anniversary of the Watergate hearings and how it has changed communication in the 21st century, particularly in the judicial/congressional investigations of former President Donald Trump

Week 6: MIDTERM EXAMS AND ASSIGNMENT Oct. 3-5

Week 7—No class Oct. 10th: Review of the midterms, Headlines, Captions How headlines have evolved through the years from the beginning of print to today's online sites.

Week 8 --Advertising/public relations Oct. 17-19

Review of the midterm exam and assignment. The development of advertising in print, broadcast and the internet and the role of public relations in society.

Week 9—Impact of women/blacks in communication. Oct. 24-26 Pioneers who overcame prejudice and stereotypes to play a significant role in communications.

Week 10--Broadcast (radio, podcasting, et al) Oct. 31-Nov 2

The first broadcast medium, how it changed communication and at one time scared a nation on the brink of war.

Week 11 Television (Nov. 7-9th).

Supplementing radio as the prime source of communication; entertainment, news and guiding a nation through crises.

Week 12: Film (Nov. 14-16th) Quiz

How cinema impacted society from the invention of the artform through the multi-billion-dollar industry of the 21st century. Quiz will cover materials from midterm through this date.

Week 13—Nov 21-23rd NO CLASS Happy Thanksgiving

Week 14: The role communication has played on how society deals with violence. (Nov. 28-30)

Have movies, television, plays and books contributed to violence in society. Have we become immune to the mass shootings covered by today's journalists.

Week 15 Government regulation of communications. (Dec. 5-7th) The impact of laws designed to regulate – and restrict – forms of communication. Final quiz and assignment for the final project.

Week 16th—Final project due Monday morning, Dec. 11th