

**Loyola University, Chicago**  
**Spring 2014**  
**COMM 175: Introduction to Communication**  
**MWF 11:30-12:20pm**

**Instructor:** Richelle F. Rogers

**E-mail:** rrogers2@luc.edu

Please allow up to 24 hours for a response to e-mail. Remember to include your name and the course number on your subject line. Please use your Loyola e-mail account when sending e-mails. Please limit your email inquiries to 7a.m. –6 p.m. CST

**Office:** SOC 204 - Second Floor

**Office Hours:** Friday 12:30pm -2:30pm and by appointment

(All appointments should be scheduled through the class Sakai page)

### **COURSE DESCRIPTION**

What is communication? How does the media communicate? How have advancements in technology impacted media communication practices? These are the questions this course will address.

Using group work, you will use critical thinking and demonstrations to enhance your understanding of how the world communicates on personal levels and how the media communicates to its audience. The goal of this course is to teach students the fundamentals of communication practices and to understand how communication technologies affect mass media markets.

### **IDEA COURSE OBJECTIVES**

- Gaining factual knowledge (terminology, classifications, methods, trends)
- Learning fundamental principles, generalizations, or theories
- Gaining a broader understanding and appreciation of intellectual/cultural activity (music, science, literature, etc.)

### **TEXT AND ASSIGNED READING**

Mass Media Revolution, J. Charles Sterin, University of Maryland University College

In addition to the required text, students are required to read additional materials as a part of their coursework.

## **GRADING**

A  
B  
C  
D  
F

### **Grades will be based on:**

In-class and outside assignments (including participation in group discussions)  
(40%)

Group video project (30%)

Final Exam (30%)

## **GUEST SPEAKERS**

This course will often feature guest speakers. Students are required to be well prepared for all discussions and participate in question and answer sessions.

## **WRITING/PROOFREADING SUBMITTED ASSIGNMENTS**

It's important that all submitted assignments are free of typos, misspellings and grammatical errors. Work submitted that has not been proofread will be subject to a lower grade.

## **LATE ASSIGNMENTS**

Late assignments will not be accepted. UNLESS INSTRUCTED, DO NOT EMAIL ASSIGNMENTS.

## **WEEKLY UPDATES AVAILABLE VIA SAKAI**

The syllabus and updated class assignments are available via Sakai.

If you are not familiar with Sakai, please take time to view the tutorial before the end of the first week. Supplemental course material and additional materials will post to the COMM 175 site. Please check Sakai daily for class updates.

<http://www.luc.edu/itrs/teachingwithtechnology/sakai/sakai-student-tutorials.shtml>

## **STUDENT - INSTRUCTOR CONSULTATION (REQUIRED)**

Every student is required to meet with the instructor once during the semester. Sign up is available though the Sakai class web page. Of course, if a student requires additional guidance, the instructor is available.

## **GROUP VIDEO PROJECT**

Working in groups of two, students will create a 90 second video that asks 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)

### **Media Genres:**

Advertising/Public Relations

Digital Media

Print

Film and Television

Music and Radio

Photography

Social Media

## **GROUP VIDEO PROJECT IMPORTANT DATES AND DEADLINES**

**Jan. 17:** Group assignments/Group project details

**Jan. 24:** Group idea selections are due/each group will give a short presentation

**Feb. 21:** Group video updates due – Each group may use class time to work on their respective project. Each group will meet with the instructor for ten minutes – please have a detailed outline of your presentation prepared.

**Mar. 21** Group video updates due – Each group may use class time to work on their respective project. Each group will meet with the instructor for ten minutes – please have a detailed outline of your presentation prepared.

**Apr. 14:** Group consultations – Class time is devoted to the group video project.

**Apr. 16:** Group consultations - Class time is devoted to the group video project.

**Apr. 23:** Group presentations

**Apr. 25:** Group critiques due

## **PLAGLARISM STATEMENT**

**Plagiarism Statement:** *quoted directly from the Loyola University Chicago undergraduate online catalogue. Please see the catalogue entry for additional information:*

*Academic dishonesty of any kind will not be tolerated. Plagiarism in your work will result in a minimum of a failing grade for that assignment. The case may carry further sanctions from the School of Communication or the University, the most serious being permanent expulsion. Avoid turning in work that could be interpreted as plagiarism or academically dishonest (e.g. failing to properly credit a source or using someone else's ideas without clarifying that they are not yours).*

*This is an academic community; being unformed or naïve is not an acceptable excuse for not properly referencing your sources.*

### ***It is dishonest to:***

*Turn in the same work for two classes; Turn in a paper you have not written yourself; or copy from another student or use a "cheat sheet" during an exam.*

## **SPECIAL NEEDS**

Students are urged to contact the instructor should they have questions concerning course materials and procedures. If you have a special circumstance that may have some impact on your course work and for which you may require accommodations, please contact the instructor early in the semester so that arrangements can be made with the Services for Students with Disabilities (SSWD).

In addition, any student with a learning disability that needs special accommodation during exams or class periods should provide documentation from Services for Students with Disabilities confidentiality to me as soon as possible.

The instructor will accommodate your 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.

## **THE COURSE (Subject to change)**

### **Week 1: Getting acquainted /Introduction to the Mass Media Revolution**

**Jan. 13:** Course introduction

**Reading Assignment:** Read pages 1-26 from text

**Jan. 15:** What is mass media and how does it affect communication?

**Assignment:** Most meaningful conversation essay

**Jan. 17:** Group Assignments/Group project details

**Reading Assignment:** Read Mass Media: A Brief Historical Narrative, Pages 29-58 from text

### **Week 2: Mass Media: A Brief Historical Narrative**

**Jan. 20:** MLK Holiday – Class does not meet

**Jan. 22:** The evolution of media technologies timeline

**Jan. 24:** Group idea selections are due/each group will give a short presentation

**Reading Assignment:** Read Media Technologies and the Dynamics of Change, Pages 60-78 from text

### **Week 3: Media Technologies and the Dynamics of Change**

**Jan. 27:** The Stages of Technological Innovation

**Jan. 29:** Technology's impact on mass media/The Read- Write Media Culture

**Jan. 31:** Class debate: Has technology had a positive or negative impact on communication?

**Reading Assignment:** Read Print, Pages 81-112 from text

### **Week 4: The Evolution of Media Content and Platforms – Print**

**Feb. 3:** Print today, yesterday and tomorrow

**Feb. 5:** Will Print Survive? The realities of the print industry

**Feb. 7:** Class exercise: Content selection - You are the editor

**Reading Assignment:** Read Music and Radio, Pages 115--143 from text

### **Week 5: Music and Radio**

**Feb. 10:** The cultural influence of music and radio

**Feb. 12:** MTV: A case study

**Feb. 14:** Group discussion

**Reading Assignment:** Read Film and Television, Pages 146--172 from text

### **Week 6: Film and Television**

**Feb. 17:** The Hollywood Studio System

**Feb. 19:** The evolution of television and conflicting visions of its future

**Feb. 21:** Group video project updates due - Each group may use class time to work on their respective project. Each group will meet with the instructor for ten minutes – please have a detailed outline of your presentation prepared.

**Reading Assignment:** Read New Media, Pages 175-207 from text

### **Week 7: New Media**

**Feb. 24:** What is new media?

**Assignment:** Watch the PBS Frontline Documentary Digital Nation

Link: <http://video.pbs.org/video/1402987791/>

**Feb. 26:** The benefit and price of instant communication

**Feb. 28:** New media debate: Class exercise

**Reading Assignment:** Read Advertising and Public Relations, Pages 211-237 from text

**Assignment:** Tech fast. Essays are due March 10

### **Week 8: Spring Break – Class does not meet**

**Mar. 3-8:** Spring Break

### **Week 9: Advertising and Public Relations**

**Mar. 10:** Product Affinity: The branded you

**Mar. 12:** PR: Building and Managing Image

**Mar. 14:** Group discussion: The branded you

**Reading Assignment:** Read Media Bias, Pages 276-296, and The 24/7 News Cycle, Pages 358-362 from text

### **Week 10: Media Bias**

**Mar. 17:** The building blocks of bias – Cable television news case study

Assignment: Bring to class a biased example of communication. Your example can be from film, television or online.

**Mar. 19:** Group discussion: What is the impact of bias in American Media?

**Mar. 21** Group video updates due – Each group may use class time to work on their respective project. Each group will meet with the instructor for ten minutes – please have a detailed outline of your presentation prepared.

**Reading Assignment:** Read Mass Media Law and Ethics, Pages 299 - 330 from text

### **Week 11: Mass Media Ethics**

**Mar. 24:** Censorship in media

**Mar. 26:** Facebook and Privacy

**Mar. 28:** Group discussion

**Reading Assignment:** Read Photography, Pages 333-352 from text

**Week 12: The Power of Photography**

**Mar. 31:** Finding meaning in visual media

**Assignment:** Image analysis

**Apr. 2:** Group discussion

**Apr. 4:** Guest speaker

**Reading Assignment:** Read Diversity in American Media, Pages 404-428 from text

**Week 13: Diversity in American Media**

**Apr. 7:** Telemundo and the emergence of Latino TV

**Assignment:** Telemundo and cultural integration

**Apr. 9:** Gender in mass media

**Apr. 11:** Group discussion

**Assignment:** Group outlines due Monday, April 14, 2014

**Week 14: Group Consultations and Presentation Prep**

**Apr. 14:** Group consultations

**Apr. 16:** Group consultations

**Apr. 18:** Easter Holiday – Class does not meet

**Week 15: Group Presentations/Course Review**

**Apr. 21:** Easter Holiday – Class does not meet

**Apr. 23:** Group presentations

**Assignment:** Group critiques due Friday, April 25, 2014

**Apr. 25:** Course review/Final handout

