

**COMM175 Introduction to Communication  
Section 206  
Fall 2018**

Monday, Wednesday, Friday 9:15am—10:05 am  
School of Communications, Room 013  
Instructor: Peter Hawley

E-mail: Phawley@luc.edu  
Telephone: 312.493.7906  
Office hours: Before or after class, by appointment

**TEXT: Media & Culture: Mass Communication in a Digital Age.**  
Campbell, Martin & Fabos. Bedford/St. Martin's Boston, MA. ISBN 978-1-319-05851-7 (paperback)

**COURSE DESCRIPTION:**

This course gives a general historical and theoretical overview of communication. By looking at communication through a critical, historical and theoretical lens, the students will acquire an intellectual framework for further study and practice in communication.

**LEARNING OUTCOME:**

Students will increase communication literacy.

**COURSE RATIONALE:**

During the semester we will use the history of communication and media as a framework for discussing a number of topics. The course is designed not so much for you to memorize dates and events, but rather to think about how communication has changed and developed over time, and how all this might teach you something about how to communicate in your own life and how media communicate to you.

**LEARNING OBJECTIVES:**

Upon completion of this course students should be able to:

- Understand the cultural context and history of communication
- Demonstrate an intellectual grounding for further study in communication
- Define the history and impact of traditional and new media platforms
- Apply critical thinking skills and critical perspectives
- Increase basic communication literacy

## **COURSE WORK:**

To obtain a passing grade in this course students are required to:

1. Read selected chapters in the textbook and write a critical reflection and summary of the material.
2. Deliver individual and group presentations
3. Examine the use of media in political and advertising campaigns.
4. Develop a media campaign for a technology introduced decades ago.
5. Listen to, analyze, and critique oral communication and media campaigns.
6. Work individually and collaboratively.
7. Visit the Museum of Broadcast Communication and write a summary.

## **GRADING:**

Students will be graded on attendance and professionalism, as well as a series of submitted online papers, and in class presentations (individual and a group) Grades are based on a 1,000-point scale.

### **Grades will be determined in the following manner:**

Professionalism and Attendance	100 points
Self-Reflection on Communication and Media	150 points
Textbook Reflection Papers (each worth 25 points)	150 points
Individual Presentation and Outline:	200 points
Group Presentation and Outline:	200 points
Museum of Broadcast Communication Post-Mortem Paper	200 points

**NOTE:** All assignments must be completed when instructed. Late assignments will automatically be lowered at least one full grade. In class presentations must be presented when due or be penalized. Outlines are part of the presentation grades and all presentations must have power points.

## **FINAL GRADE SCALE:**

1000-940: A  
939-900: A-  
899-880: B+  
879-830: B  
829-800: B-  
799-780: C+  
779-730: C  
729-700: C-  
699-680: D+  
679-640: D  
639-600: D-  
599-0: F

## **ATTENDANCE**

Attendance and class participation are critical. We work as a group to develop speaking and listening skills. You will learn a great deal by watching and hearing your classmates. It is not enough to simply show up!! You will be expected to be a regular participant in all we do. If you sit silently, or speak only when called on by the instructor, you will not get the grade you desire.

If there is an unexcused absence on the scheduled day of your presentation, you will receive an **F** for your presentation. If you are absent on a day when fellow students are delivering speeches, your most recent grade will be marked down **one letter**. There will be no exceptions!!

Repeated unexcused absences will greatly affect your final grade. If you are unable to make class, it is important to call or e-mail the instructor **beforehand**. If you have more than **three** absences during the semester, your grade will be reduced by a **full letter**, unless **medical documentation** proves the necessity of the absence.

This does not apply to student athletes or others who must miss class because of university business, but proper documentation must be provided.

## **ACADEMIC INTEGRITY:**

School of Communication Statement on Academic Integrity:

“A basic mission of a university is to search for and to communicate the 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 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

- 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
- Any other action that, by omission or commission, compromises the integrity of the academic evaluation process.

Students who commit an act of plagiarism, whether deliberately or accidentally, will still be held responsible. Ignorance of academic rules, or failure to fact check work, sources and citations, is not an acceptable defense against the charge of plagiarism. 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 the following:

- Submitting as one's own material copied from a published source, such as print, Internet, 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
- 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 without the expressed prior permission of all instructors. A student who submits the same work for credit in two or more classes without the expressed prior permission of all instructors will be judged guilty of academic dishonesty, and will be subject to sanctions described below. 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.

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 chairperson of the department involved, and to the Dean of the School of Communication.

The office of the Dean 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.”

### **PROFESSIONALISM AND ADDITIONAL CLASSROOM POLICIES:**

- Students are expected to be actively engaged in class discussions, courteous, be on time, be attentive and treat the subject professionally.
- No late assignments will be accepted.
- All written assignments must be typed, double-spaced and proofread.
- Turn off cellphones and other electronic devices. Laptops are welcome if you are using them to take notes.

### **A Note About Finals**

If we work together and commit to the class, you will deliver your collaborative presentations on the last week of the semester, freeing you to concentrate on your other finals. If we fail to have all speeches delivered in the final week, we will be required to meet on the day set aside for a final exam, where the group projects will be presented.

## Course Calendar

### **Week One:**

August 27, 29, 31

Introduction; Review of syllabus; The Oral Tradition from Homer to The Moth, The printing press, early novels, Penny Dreadfuls.

**Read Chapter 1. Reading Reflection Due on Sept. 7<sup>th</sup>.**

**August 31<sup>st</sup> In Class writing exercise- Self Reflection on your personal communication and media habits.**

### **Week Two:**

September. 5, 7 (Labor Day Monday Sept. 3<sup>rd</sup>, no classes)

Photography. Telephone and telegraph.

**Chapter 1 Reading Reflection Due Sept 7<sup>th</sup>.**

### **Week Three:**

September 10,12,14

Print- News papers, Magazines.

**Read Chapter 5. Reading Reflection Due Sept. 21<sup>st</sup>.**

### **Week Four:**

September 17,19,21

Radio to Podcasts

**Chapter 5 Reading Reflection Due Sept. 21<sup>st</sup>.**

### **Week Five:**

September 24,26,28

TV.

**Read Chapters 6+7. Reading Reflection Due Oct. 5<sup>th</sup>.**

### **Week Six:**

October 1,3,5

Film. Visit Museum of Broadcast Communications.

**MBC Post-Mortem Paper due Oct. 10<sup>th</sup>**

**Chapters 6 +7 Reading Reflection Due Oct. 5<sup>th</sup>.**

### **Week Seven:**

October 8

**MID-SEMESTER BREAK. NO CLASSES.**

October 10,12

**MBC Post-Mortem Paper due Oct. 10<sup>th</sup>.**

Group Meetings

**Read Chapters 11+12. Reading Reflection Due Oct. 19<sup>th</sup>.**

**Week Eight:**

October 15,17,19

Advertising and Public Relations

**Chapters 11+12 Reading Reflection Due Oct. 19th<sup>th</sup>.**

**Week Nine:**

October 22,24,26

Politics and Journalism. Nixon/Kennedy Debate. Watergate. TV Coverage of Vietnam

**Read Chapter 8. Reading Reflection Due Nov.2<sup>nd</sup>.**

**Week Ten:**

October 29, 31, November 2

Politics wrap up. War of the Worlds (Halloween) Group rehearsals/ individual meetings.

**Chapter 8 Reading Reflection Due Nov.2<sup>nd</sup>.**

**Week Eleven:**

November 5,7,9

Group presentations

**Read Chapter 14. Reading Reflection due Nov. 16<sup>th</sup>.**

**Week Twelve:**

November 12,14,16

New Media. The Internet Age and Digital communications.

**Chapter 14 Reading Reflection due Nov. 16<sup>th</sup>**

**Week Thirteen:**

November 19

Individual Meetings

November 21-23

**THANKSGIVING BREAK. NO CLASSES.**

**Week Fourteen:**

November 26,28, 30

Solo Presentations

**Week Fifteen:**

December 3,5,7

Solo presentations, course wrap up.

**COURSE CALENDAR IS SUBJECT TO CHANGE *WITH* NOTIFICATION**