

## Term Information

Effective Term Summer 2017  
*Previous Value* Summer 2012

## Course Change Information

### What change is being proposed? (If more than one, what changes are being proposed?)

The change requested is to be able to offer some sections of this course in an online format, 100% at a distance.

### What is the rationale for the proposed change(s)?

We want to offer increased flexibility for students to complete our major in a timely fashion.

### What are the programmatic implications of the proposed change(s)?

(e.g. program requirements to be added or removed, changes to be made in available resources, effect on other programs that use the course)?

Our programs remain the same; no program requirements are added or deleted. An online option for this course just allows our majors greater flexibility, as well as any OSU student who desires to complete courses at a distance.

Is approval of the request contingent upon the approval of other course or curricular program request? No

Is this a request to withdraw the course? No

## General Information

Course Bulletin Listing/Subject Area Communication  
Fiscal Unit/Academic Org School Of Communication - D0744  
College/Academic Group Arts and Sciences  
Level/Career Undergraduate  
Course Number/Catalog 1101  
Course Title History of Communication  
Transcript Abbreviation History of Comm  
Course Description History of human communication from the beginning of spoken and written communication to modern mediated and mass communication.  
Semester Credit Hours/Units Fixed: 3

## Offering Information

Length Of Course 14 Week, 12 Week, 8 Week, 7 Week, 6 Week  
Flexibly Scheduled Course Never  
Does any section of this course have a distance education component? Yes  
Is any section of the course offered 100% at a distance  
Greater or equal to 50% at a distance  
*Previous Value* Yes, Greater or equal to 50% at a distance  
Grading Basis Letter Grade  
Repeatable No  
Course Components Lecture  
Grade Roster Component Lecture  
Credit Available by Exam No  
Admission Condition Course No  
Off Campus Never  
Campus of Offering Columbus, Lima, Mansfield, Marion, Newark

## **Prerequisites and Exclusions**

### **Prerequisites/Corequisites**

**Exclusions** Not open to students with credit for 101.

## **Cross-Listings**

### **Cross-Listings**

## **Subject/CIP Code**

**Subject/CIP Code** 09.0102  
**Subsidy Level** General Studies Course  
**Intended Rank** Freshman

## **Requirement/Elective Designation**

Required for this unit's degrees, majors, and/or minors

General Education course:

Individual and Groups

The course is an elective (for this or other units) or is a service course for other units

## **Course Details**

### **Course goals or learning objectives/outcomes**

- Introduce students to the history of communication
- Introduce students to the theory and methods of understanding communication history
- Explore the ways in which communication influences the behavior and functioning of individuals, groups, organizations and societies
- Develop students' ability to comprehend and assess individual and social values as reflected in media content history, and to recognize their importance in social problem solving and policy making

### **Content Topic List**

- Communication history in perspective
- Methods for understanding communication history
- Memory and knowledge; literacy
- Printing and the public; conceptualizations of news
- Invention and discovery
- The mass audience; ethnicity and media
- Motion pictures and social issues (early 20th century)
- Radio development; communication networks
- Media during wartime
- Television and its impact on our culture
- Media and diversity
- Social media and newer media

**Attachments**

- 1101 In-class AU 2017.docx: Comm 1101 in-class syllabus  
*(Syllabus. Owner: Butte,Kylie M.)*
- GE Rationale and Assessment Plan 1101.docx: GE Rationale and Assessment Plan  
*(GEC Course Assessment Plan. Owner: Butte,Kylie M.)*
- GE Social Science ELO 1101.docx: Expected Learning Outcomes  
*(GEC Course Assessment Plan. Owner: Butte,Kylie M.)*
- Communication Curriculum Map updated Sept 2016.docx: Curriculum Map  
*(Other Supporting Documentation. Owner: Butte,Kylie M.)*
- 1101 Online Syllabus SU17.docx: Comm 1101 online syllabus  
*(Syllabus. Owner: Butte,Kylie M.)*
- Communication 1101 Technical Checklist.pdf: Technical Checklist from Mike Kaylor  
*(Other Supporting Documentation. Owner: Butte,Kylie M.)*

**Comments**

- Please upload the technical review checklist filled out by Mike Kaylor. *(by Vankeerbergen,Bernadette Chantal on 01/31/2017 12:21 PM)*

**Workflow Information**

Status	User(s)	Date/Time	Step
Submitted	Butte,Kylie M.	01/24/2017 01:50 PM	Submitted for Approval
Approved	Butte,Kylie M.	01/24/2017 02:01 PM	Unit Approval
Approved	Haddad,Deborah Moore	01/25/2017 02:19 PM	College Approval
Revision Requested	Vankeerbergen,Bernadette Chantal	01/31/2017 12:21 PM	ASCCAO Approval
Submitted	Butte,Kylie M.	02/21/2017 11:58 AM	Submitted for Approval
Approved	Butte,Kylie M.	02/21/2017 12:01 PM	Unit Approval
Approved	Haddad,Deborah Moore	02/21/2017 02:19 PM	College Approval
Pending Approval	Nolen,Dawn Vankeerbergen,Bernadette Chantal Hanlin,Deborah Kay Jenkins,Mary Ellen Bigler	02/21/2017 02:20 PM	ASCCAO Approval

# **SYLLABUS: COMM 1101 HISTORY OF COMMUNICATION AUTUMN 2017**

## **MWF 10-10:55 100 STILLMAN HALL**

The course will overview the major developments – theoretical and technical – in communication, with a particular focus on mass communication. The impact of significant technical and cultural changes will be considered, as will the issue of and for media literacy in today's world. This course fulfills the GE Social Science – Individuals and Groups requirement.

### **Instructor**

Instructor: Dr. Daniel McDonald

Email address: [mcdonald.221@osu.edu](mailto:mcdonald.221@osu.edu)

Phone number: 614-292-0451

Office location and hours: Derby Hall 3116; M/W 2-4 or by appointment.

TA (A-K): Melissa Abo

Email address: [abo.1@osu.edu](mailto:abo.1@osu.edu)

Office location and hours: Journalism 307; T/Th 1:30-3:30 or by appointment.

TA (L-Z): Kathryn Coduto

Email address: [coduto.1@osu.edu](mailto:coduto.1@osu.edu)

Office location and hours: Derby 3055; T/Th 10:30-12:30 or by appointment.

## Course description

History of human communication from the beginning of spoken and written communication to modern mediated and mass communication. This course will meet 3 times per week for a lecture format. Prerequisites: Not open to students with credit for 101. GE social science individuals and groups course.

## Course learning outcomes

Communication COMM 1101 is a GEC course in Category 2, Breadth, B. Social Science, subcategory (1) Individuals and Groups. Courses in social science help students understand human behavior and cognition, and the structures of human societies, cultures and institutions. Courses that fulfill this requirement have the following learning objectives:

1. Students understand the theories and methods of social scientific inquiry as they apply to the study of individuals and groups.
2. Students understand the behavior of individuals, differences and similarities in social and cultural contexts of human existence, and the processes by which groups function.
3. Students comprehend and assess individual and group values and their importance in social problem solving and policy making. We will meet these objectives through the study of communication history. My goal will be to have you recognize how past events are studied and how they influence today's society and the human condition.

This course attempts to meet those learning outcomes by having the following objectives:

1. To provide you with an introduction to the history of communication.
  - Via lecture materials tracing the known history
  - Through reading materials focusing on human communication history
  - Through examination of each major mass communication medium and how they interrelate
2. To introduce you to the theory and methods of understanding history.
  - Through a lecture covering some of the important theories and methods of how we can understand what has happened before
  - Through practice in doing your own historical research
  - Through writing summaries of the results of your own research
  - Through providing illustrative examples of these approaches throughout our examination of media history

3. To explore the ways in which media presentations may have different impacts for differing ethnic or racial groups and the interplay between societal/cultural values and media content.

- By examining historical media content within the social norm context in which it evolved
- Through an example overview of the early African-American cinema and ideas of in-group and out-group behavior
- By examining the relationship between African-American portrayals in media content, producers' goals, and audience members' reactions

4. To develop your ability to comprehend and assess individual and group values as reflected in media content history, and to recognize their importance in social problem solving and policy making.

- By examining the development and differences in media regulation and policy
- By exploring the relationship between violent behavior and media content
- By studying the role of free speech in relation to media effects

## Course materials

### Required

Hanson, R. E. (2016). *Mass communication: Living in a media world* (5th edition). Washington, DC: CQ Press. (print)

## Course technology

For help with your password, university e-mail, Carmen, or any other technology issues, questions, or requests, contact the OSU IT Service Desk. Standard support hours are available at <https://ocio.osu.edu/help/hours>, and support for urgent issues is available 24x7.

- **Carmen:**
  - Carmen, Ohio State's Learning Management System, will be used to host materials and activities throughout this course. To access Carmen, visit [Carmen.osu.edu](https://carmen.osu.edu). Log in to Carmen using your name.# and password. If you have not setup a name.# and password, visit [my.osu.edu](https://my.osu.edu).
  - Help guides on the use of Carmen can be found at <https://resourcecenter.odee.osu.edu/carmen>
- **Secured Media Library**



- Some of the videos for this course will be posted in the University's Secured Media Library. The link will be posted on the class Carmen page and you will be automatically directed to the correct video.
- Help guides on the use of Secured Media Library can be found at <https://resourcecenter.odde.osu.edu/securedmedialibrary>
- **Mediasite:**
  - Mediasite is Ohio State's Lecture Capture System. Lectures and supplemental media will be recorded through Mediasite and posted to the course Carmen page for students to view if they are unable to attend lecture or to review materials.
  - Help guides on the use of Mediasite can be found at <https://resourcecenter.odde.osu.edu/mediasite>
- **Self-Service and Chat support:** <http://ocio.osu.edu/selfservice>
- **Phone:** 614-688-HELP (4357)
- **Email:** [8help@osu.edu](mailto:8help@osu.edu)
- **TDD:** 614-688-8743

#### Baseline technical skills necessary

- Basic computer and web-browsing skills
- Navigating Carmen

#### Necessary equipment

- Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection
  - Help guides on the use of Carmen can be found at <https://resourcecenter.odde.osu.edu/carmen>

## Grading and faculty response

Assignment or category	Points
Assignment 1 Syllabus Knowledge Quiz	20/ 2%

This 20 question quiz is designed to assess student knowledge of the course policies and procedures.	
<p>Assignment 2</p> <p>Communicating With Our Ancestors</p> <p>In this assignment, students will use readings and videos to travel back in time and view early human communications. The assignment requires a 1-2 page response to questions about these early communications.</p>	180/ 18%
<p>Assignment 3</p> <p>The Interview</p> <p>This 1-2 page writing assignment will require students to interview a person 40 years or older about their experiences in reference to a communication event.</p>	250/ 25%
<p>Exam 1</p> <p>Both exams are essay format. Provided questions must be answered in a minimum of 1 (total) page.</p>	250/ 25%
Exam 2	250/ 25%
C-Rep Participation*	50*/ 5%
Total	1000 Points and 100%

## Grades

*See course schedule, below, for due dates*

**Assignments:** Students will be expected to complete three 1-2 page writing assignments. These assignments will aid students in understanding and connecting with course materials. For each assignment, a different historical mode of communication will be introduced in an interactive format. Students will be expected to explore the medium, understand the historical significance in the context of its time, and connect how it influenced the modes of communication we use today. A description and rubric will be made available on Carmen under Assignments.

**Exams:** Exams will be in short essay format. The essay responses must add up to a minimum of 1 page, double spaced, 1 inch margins.



**C-REP (Communication Research Experience Program) Research Credits:** All students enrolled in COMM 1100 must participate in the Communication Research Experience Program (“C-REP”). C-REP is designed to give students direct exposure to the topics, goals, methods, and ethical issues of communication research. Your participation in C-REP counts for 5% of your course grade, and this is NOT extra credit. Participation can take the form of:

- Completing FIVE hours of C-REP research studies, OR
- Completing FIVE C-REP alternative written assignments, OR
- Completing a combined total of FIVE hours of research studies and alternative writing assignments. As stated in the course schedule, you must complete half of the required credits (2.5 C-REP credits which translates to 25 points in the course) by 9pm EST on June 23th. The last day to complete the second half of the C-REP research credits (2.5 C-REP credits which translates to 25 points in the course) is by 9pm EST on July 28th. You may complete all 5 credits at any point during the term. You should NOT wait until the last minute to sign up for participation. It is wise to complete this aspect of the course requirements as early as possible, when demands on your time are the lightest. Please take the time to read the detailed C-REP Student Guide posted on the course website listed under Important Documents/Links. Please direct any questions regarding C-REP to Jessica Frampton at Frampton.22 @osu.edu.

## Late assignments

A 12 hour grace period is given for each assignment to ease any technology or personal issues that may arise. Late submissions for assignments will not incur a penalty during the grace period, but will incur a 20% penalty each day the submission is late. The first day begins one minute after the grace period has ended, with an automatic loss of 20% of the points. Late submissions for exams will incur a 40% penalty each day the submission is late, following the same procedures as for assignments. Please do not email your paper to the professor or to the TA. We will open the assignment window for you so that you can upload it for the plagiarism check. It will not be counted as submitted until you have submitted it to Canvas.

You must have a medical excuse or a note from Carmen/Canvas staff documenting an actual Carmen/Canvas problem that would have affected your submission to have a paper or exam accepted with no penalty after the upload box closes.

## Grading scale

93–100: A  
90–92.9: A-  
87–89.9: B+

83–86.9: B  
80–82.9: B-  
77–79.9: C+  
73–76.9: C  
70–72.9: C-  
67–69.9: D+  
60–66.9: D  
Below 60: E

**Please note:** Carmen Canvas, OSU's grading and class management software, does not round fractions up. Please take that into account in computing grades. I have to make a cut at some point, so I just use Carmen to do that, and I don't round up individual grades, no matter how close you may be, because it's not fair to other students. Instead, at the end of the class, I give everyone a point to take care of the rounding issue, but remember that one point out of 1000 is equal to a tenth of a percentage point. I sometimes have extra credit opportunities as a way to help even out things for those who are close to a grade they'd like and are willing to put in the extra effort to work for it.

## Attendance, participation, and discussions

### Student participation requirements

- **Attending lectures: THREE TIMES PER WEEK**  
Regular attendance in lecture is expected. In addition to the instructor's lectures, supplemental media materials may be presented during the lecture period. Students are responsible for all materials presented in lecture for assignments and exams. Should you be unable to attend a lecture, the lecture and any videos presented will be available to you via the Mediasite folder or through the Secured Media Library. Both links are available on the course Carmen page.
- **Participating in discussion forums: OPTIONAL**  
These forums are a chance for you to interact with the instructor, TAs, and other students. These boards can be used to obtain answers to common questions or to further discuss topics of interest from lecture and readings.

## Course policies

### Student Academic Services

Arts and Sciences Advising and Academic Services' website provides multiple support such as advising. The site is: <http://artsandsciences.osu.edu/about/college/contacts/advising>

### Student Services

The Student Service Center assists with financial aid matters, tuition and fee payments. Please see their site at: <http://ssc.osu.edu>

### Copyright Disclaimer

The materials used in connection with this course may be subject to copyright protection and are only for the use of students officially enrolled in the course for the educational purposes associated with the course. Copyright law must be considered before copying, retaining, or disseminating materials outside of the course.

### Diversity

The School of Communication at The Ohio State University embraces and maintains an environment that respects diverse traditions, heritages, experiences, and people. Our commitment to diversity moves beyond mere tolerance to recognizing, understanding, and welcoming the contributions of diverse groups and the value group members possess as individuals. In our School, the faculty, students, and staff are dedicated to building a tradition of diversity with principles of equal opportunity, personal respect, and the intellectual interests of those who comprise diverse cultures.

### Title IX

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories (e.g., race). If you or someone you know has been sexually harassed or assaulted, you may find the appropriate resources at <http://titleix.osu.edu> or by contacting the Ohio State Title IX Coordinator, Kellie Brennan, at [titleix@osu.edu](mailto:titleix@osu.edu)

## Academic integrity policy

- **Exams:** You must complete the assignments and final exams yourself, without any external help or communication.
- **Written assignments:** Your written assignments should be your own original work. In formal assignments, you should follow **APA** style to cite the ideas and words of your research sources. You are encouraged to ask a trusted person to proofread your assignments before you turn them in--but no one else should revise or rewrite your work.
- **Reusing past work:** In general, you are prohibited in university courses from turning in work from a past class to your current class, even if you modify it. If you want to build on past research or revisit a topic you've explored in previous courses, please discuss the situation with me.
- **Falsifying research or results:** All research you will conduct in this course is intended to be a learning experience; you should never feel tempted to make your results or your library research look more successful than it was.

### Academic Misconduct

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term "academic misconduct" includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct <http://studentlife.osu.edu/csc/>

## Accessibility accommodations for students with disabilities

### Requesting accommodations

**Students with disabilities that have been certified by the Office for Disability Services will be appropriately accommodated and should inform the instructor as soon as possible of their needs.**

- Please review the following for more details: <http://ada.osu.edu/resources/Links.htm>

**The Office for Disability Services is located in 098 Baker Hall, 113 W. 12th Avenue; telephone 292-3307, TDD 292-0901; [slds@osu.edu](mailto:slds@osu.edu); <http://slds.osu.edu>**

Accessibility of course technology

**This course requires the use of Carmen (Ohio State's learning management system) and other online communication and multimedia tools. If you need additional services to use these technologies (see the Course Technologies section of syllabus), please request accommodations with your instructor.**

## Course schedule (tentative)

Week	Dates	Topics, Readings, Assignments, Deadlines
1	8/23- 8/25	Topic: Introduction to Class; Understanding Communication History Reading: Chapter 1 (pgs. 1-25) Media: The Day We Learned to Think
2	8/28-9/1	Topic: Development of Language, Writing and Literacy Reading: none Media: Speaking in Tongues: The History of Language
3	9/4 (Labor Day, no class) 9/6-9/8)	Topic: Printing and the Public Reading: Chapter 4 (pgs. 74-99) Media: none Due: Assignment #1, 9/8 at 11:59pm 1-2 pages with questions included



4	9/11-9/15	Topic: Mass Production and News Reading: Chapters 5 and 6 (pgs. 100-147) Media: none
5	9/18-9/22	Topic: Communication Technologies Reading: Chapter 7 (pgs. 148-177) Media: none
6	9/25-9/29	Topic: Popular Music, Recording, & Entertainment Reading: none Media: none Due: Assignment #2, 9/27 at 11:59pm 1.5-2 pages with questions included
7	10/2-10/6	Topic: Invention of Motion Pictures Reading: Chapter 8 (pgs. 178-205) Media: The Movies Begin: A Treasury of Early Cinema 0:00-10:00 (early efforts) 17:52-29:36 (A Trip to the Moon) 40:40-53:00 (Moscow Clad in Snow thru Airplane Flight & Wreck) 57:03-1:09:25 (The Great Train Robbery & The Whole Dam Family)
8	10/9-10/11 10/13 (Autumn Break, no class)	Topic: Motion Pictures Reading: none Media: The Movies Begin: A Treasury of Early Cinema 0:00-10:00 (early efforts) 17:52-29:36 (A Trip to the Moon) 40:40-53:00 (Moscow Clad in Snow thru Airplane Flight & Wreck) 57:03-1:09:25 (The Great Train Robbery & The Whole Dam Family)



9	10/16-10/20	Topic: Race and Motion Pictures Reading: none Media: Black Shadows on the Silver Screen
10	10/23-10/27	Topic: Radio Due: Exam 1 10/16 at 11:59pm Essay responses with questions included
11	10/30-11/3	Popular Music, & Popular Culture Reading: none Media: Appalachian Journey, Culture Shock: The Devil's Music, 1920's Jazz
12	11/6-11/8 11/10 (Veteran's Day, no classes)	Topic: Development of TV Reading: Chapter 9 (pgs. 206-231) Media: Rocky King, Detective or The Beulah Show
13	11/13-11/17	Topic: Media and Society- Molder or Mirror Reading: none Media: Color Adjustment
14	11/20 11/22-11/24 (Thanksgiving Break, no classes)	Topic: Creating our own media- Photography, Audio, and Movies in the Home; "social" media and social media Reading: Chapter 10 (pgs. 232-259) Media: none
15	11/27-12/1	Topic: Media Industries- Advertising, Public Relations Reading: Chapters 3 (pgs. 48-73), 11-12 (pgs. 260-309) Media: <i>The Greatest Movie Ever Sold</i>



		Due: Assignment 3, 11/29 at 11:59pm 1.5-2 pages with questions included
16	12/4-12/6	Topic: Media Effects Reading: Chapters 2 (pgs. 26- 47), 13-14 (pgs. 310-334)
Exam Week		Final Exam Essays Due TBD (Will post when registrar releases exam schedule)





THE OHIO STATE UNIVERSITY

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## **SYLLABUS: COMM 1101 HISTORY OF COMMUNICATION ONLINE SUMMER 2017**

The course will overview the major developments – theoretical and technical – in communication, with a particular focus on mass communication. The impact of significant technical and cultural changes will be considered, as will the issue of and for media literacy is today's world. This course fulfills the GE Social Science – Individuals and Groups requirement.

### **Instructor**

Instructor: Dr. Daniel McDonald

Email address: [mcdonald.221@osu.edu](mailto:mcdonald.221@osu.edu)

Phone number: 614-292-0451

Online office hours: M/W 2-4 or by appointment.

TA (A-K): Melissa Abo

Email address: [abo.1@osu.edu](mailto:abo.1@osu.edu)

Online office hours: T/Th 1:30-3:30 or by appointment.

TA (L-Z): Kathryn Coduto

Email address: [coduto.1@osu.edu](mailto:coduto.1@osu.edu)

Online office hours: T/Th 10:30-12:30 or by appointment.

## Course description

History of human communication from the beginning of spoken and written communication to modern mediated and mass communication. This course will meet entirely online. Lecture videos will be posted 3x per week on the course Carmen page. Prerequisites: Not open to students with credit for 101. GE social science individuals and groups course.

## Course learning outcomes

By the end of this course, students should successfully be able to:

Communication COMM 1101 is a GEC course in Category 2, Breadth, B. Social Science, subcategory (1) Individuals and Groups. Courses in social science help students understand human behavior and cognition, and the structures of human societies, cultures and institutions. Courses that fulfill this requirement have the following learning objectives:

1. Students understand the theories and methods of social scientific inquiry as they apply to the study of individuals and groups.
2. Students understand the behavior of individuals, differences and similarities in social and cultural contexts of human existence, and the processes by which groups function.
3. Students comprehend and assess individual and group values and their importance in social problem solving and policy making. We will meet these objectives through the study of communication history. My goal will be to have you recognize how past events are studied and how they influence today's society and the human condition.

This course attempts to meet those learning outcomes by having the following objectives:

1. To provide you with an introduction to the history of communication.
  - Via lecture materials tracing the known history
  - Through reading materials focusing on human communication history
  - Through examination of each major mass communication medium and how they interrelate
2. To introduce you to the theory and methods of understanding history.
  - Through a lecture covering some of the important theories and methods of how we can understand what has happened before
  - Through practice in doing your own historical research
  - Through writing summaries of the results of your own research
  - Through providing illustrative examples of these approaches throughout our examination of media history
3. To explore the ways in which media presentations may have different impacts for differing ethnic or racial groups and the interplay between societal/cultural values and media content.

- By examining historical media content within the social norm context in which it evolved
  - Through an example overview of the early African-American cinema and ideas of in-group and out-group behavior
  - By examining the relationship between African-American portrayals in media content, producers' goals, and audience members' reactions
4. To develop your ability to comprehend and assess individual and group values as reflected in media content history, and to recognize their importance in social problem solving and policy making.
- By examining the development and differences in media regulation and policy
  - By exploring the relationship between violent behavior and media content
  - By studying the role of free speech in relation to media effects

## Course materials

### Required

Kovarik, B. (2015). *Revolutions in Communication: Media History from Guttenberg to the Digital Age* (2nd edition). New York, NY: Bloomsbury Publishing. (print or digital version)

Available: [https://www.amazon.com/Revolutions-Communication-History-Gutenberg-Digital/dp/1628924780/ref=sr\\_1\\_1?ie=UTF8&qid=1487264413&sr=8-1&keywords=revolutions+in+communication+kovarik](https://www.amazon.com/Revolutions-Communication-History-Gutenberg-Digital/dp/1628924780/ref=sr_1_1?ie=UTF8&qid=1487264413&sr=8-1&keywords=revolutions+in+communication+kovarik)

## Course technology

For help with your password, university e-mail, Carmen, or any other technology issues, questions, or requests, contact the OSU IT Service Desk. Standard support hours are available at <https://ocio.osu.edu/help/hours>, and support for urgent issues is available 24x7.

- **Carmen:**
  - Carmen, Ohio State's Learning Management System, will be used to host materials and activities throughout this course. To access Carmen, visit [Carmen.osu.edu](https://carmen.osu.edu). Log in to Carmen using your name.# and password. If you have not setup a name.# and password, visit [my.osu.edu](https://my.osu.edu).
  - Help guides on the use of Carmen can be found at <https://resourcecenter.odee.osu.edu/carmen>
  - **This online course requires use of Carmen (Ohio State's learning management system) and other online communication and multimedia tools. If you need additional services to use these technologies, please request accommodations with your instructor.**

- **Carmen accessibility**

- **Secured Media Library**

- Some of the videos for this course will be posted in the University's Secured Media Library. The link will be posted on the class Carmen page and you will be automatically directed to the correct video.
- Help guides on the use of Secured Media Library can be found at <https://resourcecenter.odee.osu.edu/securedmedialibrary>
- To obtain additional help for use of the Secured Media Library, please email [emedialibrary@osu.edu](mailto:emedialibrary@osu.edu)

- **Carmen Connect**

- Office hours will be held through Ohio State's conferencing platform, Carmen Connect. A separate guide to accessing Carmen Connect and our office hours is posted on the course Carmen page under Files.
- Students may use the audio and video functions if a webcam and microphone are available. If not, there is still a chat function within Carmen Connect for the student to live chat with the professor or TA in the virtual office hours room.
- Help guides on the use of Carmen Connect can be found at <https://resourcecenter.odee.osu.edu/carmenconnect>
- The "meeting room" for office hours is at <http://carmenconnect.osu.edu/comm1101oh/> A guide to online office hours is posted on Carmen under Files/ Course Resources.

- **Mediasite:**

- Mediasite is Ohio State's Lecture Capture System. Lectures will be recorded through Mediasite and posted to the course Carmen page.
- Help guides on the use of Mediasite can be found at <https://resourcecenter.odee.osu.edu/mediasite>

- **Self-Service and Chat support:** <http://ocio.osu.edu/selfservice>

- **Phone:** 614-688-HELP (4357)
- **Email:** [8help@osu.edu](mailto:8help@osu.edu)
- **TDD:** 614-688-8743

### **Baseline technical skills necessary for online courses**

- Basic computer and web-browsing skills
- Navigating Carmen

## Necessary equipment

- Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection

## Necessary software

- Word processor with the ability to save files under .doc, .docx, .rtf, or .pdf. Most popular word processing software programs including Microsoft Word and Mac Pages have these abilities.
- OSU students have access to Microsoft Office products free of charge. To install, please visit [https://osuitsm.service-now.com/selfservice/kb\\_view.do?sysparm\\_article=kb04733](https://osuitsm.service-now.com/selfservice/kb_view.do?sysparm_article=kb04733)

# Grading and faculty response

## Grades

<u>Assignment or category</u>	<u>Points</u>
Assignment 1 Syllabus Knowledge Quiz This 20 question quiz is designed to assess student knowledge of the course policies and procedures.	20/ 2%
Assignment 2 Communicating With Our Ancestors In this assignment, students will use readings and videos to travel back in time and view early human communications. The assignment requires a 1-2 page response to questions about these early communications.	180/ 18%
Assignment 3 The Interview This 1-2 page writing assignment will require students to interview a person 40 years or older about their experiences in reference to a communication event.	250/ 25%
Exam 1	250/ 25%

Both exams are essay format. Provided questions must be answered in a minimum of 1 (total) page. This instruction is different from the other syllabus>>>?	
Exam 2	250/ 25%
C-Rep Participation*	50*/ 5%
<b>Total</b>	<b><u>1000 Points and 100%</u></b>

*See course schedule, below, for due dates*

**Assignments:** Students will be expected to complete three 1-2 page writing assignments. These assignments will aid students in understanding and connecting with course materials. For each assignment, a different historical mode of communication will be introduced in an interactive format. Students will be expected to explore the medium, understand the historical significance in the context of its time, and connect how it influenced the modes of communication we use today.

**Exams:** Exams will be in short essay format. Prompts will guide students to thoughtfully reflect upon material presented in lecture and assignments.

**C-REP (Communication Research Experience Program) Research Credits:** All students enrolled in COMM 1100 must participate in the Communication Research Experience Program (“C-REP”). C-REP is designed to give students direct exposure to the topics, goals, methods, and ethical issues of communication research. Your participation in C-REP counts for 5% of your course grade, and this is NOT extra credit. Participation can take the form of:

- Completing FIVE hours of C-REP research studies, OR
- Completing FIVE C-REP alternative written assignments, OR
- Completing a combined total of FIVE hours of research studies and alternative writing assignments. As stated in the course schedule, you must complete half of the required credits (2.5 C-REP credits which translates to 25 points in the course) by 9pm EST on June 23th. The last day to complete the second half of the C-REP research credits (2.5 C-REP credits which translates to 25 points in the course) is by 9pm EST on July 28th. You may complete all 5 credits at any point during the term. You should NOT wait until the last minute to sign up for participation. It is wise to complete this aspect of the course requirements as early as possible, when demands on your time are the lightest. Please take the time to read the detailed C-REP Student Guide posted on the course website listed under Important Documents/Links. Please direct any questions regarding C-REP to Jessica Frampton at Frampton.22 @osu.edu.

## Late assignments

A 12-hour grace period is given for each assignment to ease any technology or personal issues that may arise. Late submissions for assignments will not incur a penalty during the grace period, but will incur a 20% penalty each day the submission is late. The first

day begins one minute after the grace period has ended, with an automatic loss of 20% of the points. Late submissions for exams will incur a 40% penalty each day the submission is late, following the same procedures as for assignments. Please do not email your paper to the professor or to the TA. We will open the assignment window for you so that you can upload it for the plagiarism check. It will not be counted as submitted until you have submitted it to Carmen.

You must have a medical excuse or a note from Carmen staff documenting an actual Carmen problem that would have affected your submission to have a paper or exam accepted with no penalty after the upload box closes.

## Grading scale

93–100: A  
90–92.9: A-  
87–89.9: B+  
83–86.9: B  
80–82.9: B-  
77–79.9: C+  
73–76.9: C  
70–72.9: C-  
67–69.9: D+  
60–66.9: D  
Below 60: E

**Please note:** Carmen Canvas, OSU's grading and class management software, does not round fractions up. Please take that into account in computing grades. I have to make a cut at some point, so I just use Carmen to do that, and I don't round up individual grades, no matter how close you may be, because it's not fair to other students. Instead, at the end of the class, I give everyone a point to take care of the rounding issue, but remember that one point out of 1000 is equal to a tenth of a percentage point. I sometimes have extra credit opportunities as a way to help even out things for those who are close to a grade they'd like and are willing to put in the extra effort to work for it.

## Faculty feedback and response time

I am providing the following list to give you an idea of my intended availability throughout the course. (Remember that you can call **614-688-HELP** at any time if you have a technical problem.)

### Grading and feedback

For large weekly assignments, you can generally expect feedback within **7-10 days**.

### E-mail

I will reply to e-mails within **24 hours on school days**.

## Discussion board

Myself or the TAs will check and reply to messages in the discussion boards every **24 hours on school days**.

# Attendance, participation, and discussions

## Student participation requirements

Because this is a distance-education course, your attendance is based on your online activity and participation. The following is a summary of everyone's expected participation:

- **Viewing lectures: THREE TIMES PER WEEK**

The lectures will be my voice over a Powerpoint presentation, to make it easier to access, but please make certain you have a strong internet connection for watching the lectures. I don't encourage multitasking (listening while doing other tasks), as I don't encourage it in a physical classroom. It may feel like you are keeping up, but you are missing a great deal of what occurs on screen because your attention is divided. The link for Mediasite lectures will be provided for each lecture.

- To help keep everyone on track, so that you know where we are at any time, the course schedule is divided into weeks of the semester, running from Week 1 to Week 12. We have been advised that it's easier to chunk lectures into 10-15 minute modules to make it easier for everyone to access, and to make things as flexible as possible. I'll try to run the class as if it met M, W and F, so we would normally have about 3 lectures per week. Because of holidays, some weeks are shorter than others. I'll number the lecture modules by week and then use letters to indicate the order of the lecture module. So, 3c is the third module in the third week. 4f is the sixth module in the 4th week. In a really intense week, there may be as many as 7 or 8 15-minute lecture modules. Usually, though, presentation in an online lecture format is much faster than a presentation in a classroom, so I would typically expect to have 5 or 6 modules per week, with each module lasting about 15 minutes. Some students find it helpful to play the lectures slightly faster than normal as well, and still retain full information. I encourage you to experiment with different ways to listen, and to take a break between lecture parts so that you can give each part your full attention.

- **Office hours:**

We are available to help you to learn, understand, and grow as individuals. If your question is something that you believe may be of interest to others in the class, please post to the "Ask the instructor" discussion board. Office hours are digital via Carmen Connect. <http://carmenconnect.osu.edu/comm1101oh/>



- **Participating in discussion forums: OPTIONAL**  
These forums are a chance for you to interact with the instructor, TAs, and other students. These boards can be used to obtain answers to common questions or to further discuss topics of interest from lecture and readings.

## Discussion and communication guidelines

The following are my expectations for how we should communicate as a class. Above all, please remember to be respectful and thoughtful.

- **Tone and civility:** Let's maintain a supportive learning community where everyone feels safe and where people can disagree amicably. Remember that sarcasm doesn't always come across online. The instructor and TAs work very hard to provide a positive learning experience. Please keep this in mind and remain civilized and respectful in your email and discussion board communications.
- **Citing your sources:** When we have academic discussions, please cite your sources to back up what you say. (For the textbook or other course materials, list at least the title and page numbers. For online sources, include a link.)

## Other course policies

### Student Academic Services

Arts and Sciences Advising and Academic Services' website provides support for student academic success. Information on advising issues such as tutoring, transfer credits, academic standing, and contact information for Arts and Sciences advisors can be obtained through this website. The site is: <http://advising.osu.edu/welcome.shtml>

### Student Services

The Student Service Center assists with financial aid matters, tuition and fee payments. Please see their site at: <http://ssc.osu.edu>

### Copyright Disclaimer

The materials used in connection with this course may be subject to copyright protection and are only for the use of students officially enrolled in the course for the educational purposes associated with the course. Copyright law must be considered before copying, retaining, or disseminating materials outside of the course.

## Diversity

The School of Communication at The Ohio State University embraces and maintains an environment that respects diverse traditions, heritages, experiences, and people. Our commitment to diversity moves beyond mere tolerance to recognizing, understanding, and welcoming the contributions of diverse groups and the value group members possess as individuals. In our School, the faculty, students, and staff are dedicated to building a tradition of diversity with principles of equal opportunity, personal respect, and the intellectual interests of those who comprise diverse cultures.

## Title IX

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories (e.g., race). If you or someone you know has been sexually harassed or assaulted, you may find the appropriate resources at <http://titleix.osu.edu> or by contacting the Ohio State Title IX Coordinator, Kellie Brennan, at [titleix@osu.edu](mailto:titleix@osu.edu)

## Academic integrity policy

### Policies for this online course

- **Assignments and exams:** You must complete the midterm and final exams yourself, without any external help or communication.
- **Written assignments:** Your written assignments, including discussion posts, should be your own original work. In formal assignments, you should follow **APA** style to cite the ideas and words of your research sources. You are encouraged to ask a trusted person to proofread your assignments before you turn them in--but no one else should revise or rewrite your work.
- **Reusing past work:** In general, you are prohibited in university courses from turning in work from a past class to your current class, even if you modify it. If you want to build on past research or revisit a topic you've explored in previous courses, please discuss the situation with me.
- **Falsifying research or results:** All research you will conduct in this course is intended to be a learning experience; you should never feel tempted to make your results or your library research look more successful than it was.

### Academic Misconduct

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term "academic misconduct" includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in

connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct <http://studentlife.osu.edu/csc/>

## Accessibility accommodations for students with disabilities

### Requesting accommodations

The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know via email immediately so that we can privately discuss options. You are also welcome to register with Student Life Disability Services to establish reasonable accommodations. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. SLDS contact information: [slds@osu.edu](mailto:slds@osu.edu) ; 614-292-3307; [slds.osu.edu](http://slds.osu.edu) ; 098 Baker Hall, 113 W. 12th Avenue.

## Course schedule (tentative)

<u>Week</u>	<u>Dates</u>	<u>Topics, Readings, Assignments, Deadlines</u>
<u>1</u>	<u>5/10</u> <u>5/12</u>	<u>Topic: Introduction to Class; Understanding Communication History</u> <u>Reading: Chapter 1 (pgs. 17-66)</u> <u>Media: <i>The Day We Learned to Think</i></u>
<u>2</u>	<u>5/15-5/19</u>	<u>Topic: Development of Language, Writing and Literacy</u> <u>Reading: none</u> <u>Media: <i>Speaking in Tongues: The History of Language</i></u>
<u>3</u>	<u>5/22-5/26</u>	<u>Topic: Printing and the Public</u> <u>Reading: Chapter 4 (pgs. 67-104)</u>

		<p><u>Media: none</u></p> <p><u>Due: Assignment #1, 5/24 at 11:59pm</u></p> <p><u>1-2 pages with prompt questions included</u></p>
<u>4</u>	<p><u>5/29 (Memorial Day, no class)</u></p> <p><u>5/31-6/2</u></p>	<p><u>Topic: Mass Production and News</u></p> <p><u>Reading: Chapter 3 (pgs.105-138)</u></p> <p><u>Media: none</u></p>
<u>5</u>	<p><u>6/5-6/9</u></p>	<p><u>Topic: Communication Technologies</u></p> <p><u>Reading: Chapter 7 (pgs. 249-274)</u></p> <p><u>Media: none</u></p>
<u>6</u>	<p><u>6/12-6/16</u></p>	<p><u>Topic: Popular Music, Recording, &amp; Entertainment</u></p> <p><u>Reading: none</u></p> <p><u>Media: none</u></p> <p><u>Due: Assignment #2, 6/12 at 11:59pm</u></p> <p><u>1.5-2 pages with prompt questions included</u></p>
<u>7</u>	<p><u>6/19-6/23</u></p>	<p><u>Topic: Invention of Motion Pictures</u></p> <p><u>Reading: Chapter 5 (pgs.181-216)</u></p> <p><u>Media: <i>The Movies Begin: A Treasury of Early Cinema</i></u></p> <p><u>0:00-10:00 (early efforts)</u></p> <p><u>17:52-29:36 (A Trip to the Moon)</u></p> <p><u>40:40-53:00 (Moscow Clad in Snow thru Airplane Flight &amp; Wreck)</u></p> <p><u>57:03-1:09:25 (The Great Train Robbery &amp; The Whole Dam Family)</u></p>
<u>8</u>	<p><u>6/26-6/30</u></p>	<p><u>Topic: Race and Motion Pictures</u></p> <p><u>Reading: none</u></p> <p><u>Media: <i>Black Shadows on the Silver Screen</i></u></p> <p><u>Due: Exam 1 6/30 at 11:59pm</u></p> <p><u>Essay responses with prompt questions included</u></p>

<u>9</u>	<u>7/3-7/7</u>	<p><u>Topic: Radio, Popular Music, &amp; Popular Culture</u></p> <p><u>Reading: Chapter 8 (pgs. 275-308)</u></p> <p><u>Media: <i>Appalachian Journey, Culture Shock: The Devil's Music, 1920's Jazz</i></u></p>
<u>10</u>	<u>7/10-7/14</u>	<p><u>Topic: Development of TV</u></p> <p><u>Reading: Chapter 9 (pgs. 309-342)</u></p> <p><u>Media: <i>Rocky King, Detective or The Beulah Show</i></u></p>
<u>11</u>	<u>7/17-7/21</u>	<p><u>Topic: Media and Society- Molder or Mirror</u></p> <p><u>Reading: none</u></p> <p><u>Media: <i>Color Adjustment</i></u></p>
<u>12</u>	<u>7/24-7/28</u>	<p><u>Topic: Creating our own media- Photography, Audio, and Movies in the Home; "social" media and social media</u></p> <p><u>Reading: Chapter 10-11 (pgs. 343-404)</u></p> <p><u>Media: none</u></p> <p><u>Due: Assignment 3, 7/28 at 11:59pm</u></p> <p><u>1.5-2 pages with prompt questions included</u></p>
<u>Exam Week</u>		<p><u>Final Exam Essays Due 8/1 at 11:59pm</u></p>

## GE Rationale and Assessment Plan

### Communication 1101OL: History of Communication

Daniel McDonald

[Mcdonald.221@osu.edu](mailto:Mcdonald.221@osu.edu)

#### Course Description and General Education Rationale

From cave paintings to Twitter, sending and receiving messages prevails as an important part of the human experience. The way we connect with others and receive our information is indicative of the technology and concept of the time. This course will guide students through a history of human communication with an emphasis on the evolution of mass communication through time.

Weekly topics will focus on a different medium of communication. Working through history, students will be able to see how innovations such as the printing press changed the flow of information and influenced society. Course assignments encourage students to take a closer look at these mediums and critically evaluate their meaning in that place and time and the influence on our current communication processes. One assignment even requires students to interview someone of a previous generation (age 40+) and ask them to recall his or her experiences with media technologies at a younger age. This recollection of recent history is intended to provide relevance and to demonstrate the rapid changes in communication in our own lifetimes.

This course fulfills the General Education (GE) course requirements of B. Social Science subcategory (1) Individuals and Groups.

#### GE in Social Sciences

##### Goals

Students completing this course will recognize how past events are studied and how they influence today's society and the human condition. This recognition will be achieved through the study of the evolution of human communication and communication mediums.

##### Expected Learning Outcomes

*ELO 1. Students understand the theories and methods of social scientific inquiry as they apply to the study of individuals and groups.*

- Lecture topics exploring some of the important theories and methods of communication history will be delivered to meet the ELO. These lectures will emphasize what has happened in the past and how these theories and methods influence our current communication processes. This also matches a key course objective of
- Students will conduct historical research and be expected to write summaries of the research conducted. Assignment 2 begins with a reading intended to aid students in understanding some of the more abstract, early communications. After the reading, a minimum of two websites or videos are chosen from a provided list. Each of the websites or videos provides a closer look at a different form of early human communication from

across the world. Students then must interpret what they believe the communicators were trying to share and how it communicates to them in the present day. This allows students to develop information literacy and practice effective written communication skills through guided research and response.

- The above listed activities also tie to the course objective: *To introduce you to the theory and methods of understanding history.*

*ELO 2. Students understand the behavior of individuals, differences and similarities in social and cultural contexts of human existence, and the processes by which groups function.*

- Lectures and supplemental media will examine topics of historical media content within the social norm context in which it evolved.
- Reading materials provide examples and historical context to the prevailing mediums of the time and the place in history.
- An example overview of the early African-American cinema and ideas of in-group and out-group behavior will be presented. The relationship between African-American portrayals in media content, producers' goals, and audience members' reactions will also be explored. An essay question on the exam asks students to reflect on these themes in light of our country's past and present racial climate. This writing exercise encourages students to research and effectively communicate social and cultural contexts and how media has historically reflected the culture and issues of human existence in that time period.
- Each of these activities matches with the course objective: *To explore the ways in which media presentations may have different impacts for differing ethnic or racial groups and the interplay between societal/cultural values and media content.*

*ELO 3. Students comprehend and assess individual and group values and their importance in social problem solving and policy making.*

- Lecture topics, readings, and written essay questions will examine the development and differences in media regulation and policy.
- The relationship between violent behavior and media content will be addressed in lecture and media topic examples.
- Students will be encouraged through writing to explore the role of free speech in relation to media effects.
- The lectures, readings, and writing assignments tied to this ELO also meet the course objective: *To explore the ways in which media presentations may have different impacts for differing ethnic or racial groups and the interplay between societal/cultural values and media content.*

Assessing effectiveness of the course on the expected learning outcomes will be evaluated through assignment and essay responses.

1. ELO 1: Assignment 2 requires students to interpret a historical communication and provide a theory about the communication using specific images from that communication. Questions 1 and 2 are more expository and guiding students into the research experience. Questions 3 and 4 are directly related to the learning outcomes and would provide the best measure for achievement. For example, Question 4 reads: *Give a brief "theory" about what the images meant. Use at least two **specific** images (describe*

*the images and where you found them) from each site that help explain your theory.* The learning outcome is achieved if a minimum of 80% of the students score at least 60/75 points on questions 3 and 4. If 80% of students achieved at least a 60/75, they have demonstrated their ability to take the research concepts provided in the reading/lectures and use the information gained to draw a logical conclusion. This would signify the achievement of Milestone (2) for ELO 1 where students “apply key research concepts and draw appropriate conclusions or inferences from research studies within a discipline.”

2. ELO 2: Exam 1 is comprised of questions evaluating student ability to consider interrelationships of communication mediums and history. For example, one question asks: *Early in the class, we said that “communication and society are inter-dependent.” Explain what the phrase means, then use an example from lecture, assigned videos, or the book to help you illustrate that meaning.* Students not only need to interpret the phrase, but they are required to provide an example that shows how media influences society and vice versa. A rubric is provided for students to gauge successful achievement in responding to the questions asked. A minimum average of 190/250 (76%) will be the direct measure of achievement of the learning outcome. Indirectly, a random sampling of 20 papers per class will be reviewed by the instructor to evaluate the quality of responses and use of course materials. Both the qualitative and quantitative data will reflect if students have achieved Milestone (2) that students are “expected to demonstrate their understanding of individual differences and similarities and draw appropriate conclusions and make predictions about the behavior of individuals and groups.” Achievement of this milestone is demonstrated in both the interpretation and application of inter-dependence with media and society.
3. ELO 3: Assignment 3 requires students to interview an individual of a previous generation to gain insight into their personal experiences with a communication medium (example, using a cellular phone for the first time) or event (example, seeing the World Trade Center fall on 9/11). These questions are intended to guide students through understanding the use of the medium from an individual level in comparison to the societal changes due to that medium discussed in lecture. Students will also gain relevant knowledge in how this medium solved a problem at the time for the individual and society. The rubric assigns the bulk of the points to summarizing the interview, comparing and applying the information to course material, and a reflection of what the student learned through this process. An average score of 200/250 (80%) will directly mark achievement of the learning outcome. Teaching assistants grading the submissions will be asked to keep track of the types of mediums or communication events chosen. Each teaching assistant will be asked to provide the instructor a brief summary of the number and quality of responses for each choice. This will help the instructor to evaluate the effectiveness and relevant equality of ease for the choices provided. The average score and evaluation of responses will determine the achievement of ELO 3, Milestone (2) in that students “can apply their knowledge of concepts in this discipline to inform their understanding of potential solutions to social problems and relevant social policies.”



The three quantitative elements and the corresponding qualitative data will be evaluated annually by the Director for Communication Undergraduate Studies and the faculty who teach the course in the School of Communication. The Director and instructors will confer to determine if students are meeting the learning outcomes and if improvements could be made to better the course or assignments on the learning outcomes. Two different reviews will be conducted, one for in-person and one for online offerings. These evaluations will be archived and evaluated for further review of both the online and the in-person courses to ensure learning outcomes are being met regardless of the method of delivery.

<b>GE Expected Learning Outcomes</b>	<b>Methods of Assessment</b> <i>*Direct methods are required. Additional indirect methods are encouraged.</i>	<b>Level of student achievement expected for the GE ELO.</b> <i>(for example, define percentage of students achieving a specified level on a scoring rubric)</i>	<b>What is the process that will be used to review the data and potentially change the course to improve student learning of GE ELOs?</b>
<b>ELO 1</b> Students understand the theories and methods of social scientific inquiry as they apply to the study of individuals and groups.	<p>The assignment guides students through the experience of researching historical communications. The final two questions measure the ability to apply the study of the individuals and groups from the communications.</p>	<p>The expected learning outcomes are achieved by if a minimum of 80% of the students score at least 60/75 points on the final two questions of Assignment 2. This score signifies achievement of Milestone (2)</p>	<p>The three quantitative elements and the corresponding qualitative data will be evaluated annually by a committee comprised of the frequent instructors of the course and Director for Communication Undergraduate Studies committee. The committee will confer to determine if students are meeting the learning outcomes and if improvements could be made to better the course or assignments on the learning outcomes. This evaluation will be archived and evaluated for further review of both the online and the in-person courses to ensure learning outcomes are being met regardless of the method of delivery.</p>
<b>ELO 2</b> Students understand the behavior of individuals, differences and similarities in social and cultural contexts of human existence, and the processes by which groups function.	<p>Exam 1 is comprised of questions evaluating student ability to consider interrelationships of communication mediums and history. Direct measurement will come from the average scores on the essay questions. A random sampling of 20 papers will be reviewed by the instructor to assess quality of student responses on the learning outcome.</p>	<p>A minimum average of 190/250 (76%) will be the direct measure of achievement of the expected learning outcome. The qualitative and quantitative data will be an indicator of achievement of Milestone (2).</p>	
<b>ELO 3</b> Students comprehend and assess individual and group values and their importance in social problem solving and policy making.	<p>The third assignment provides students with the opportunity to view a historical mass communication event through the eyes of someone they know. They are then asked to evaluate how this event fits in the context of the social and/or political landscape of the history of the time.</p>	<p>An average score of 200/250 (80%) will directly mark achievement of the learning outcomes. The score indicates achievement of Milestone (2).</p>	

## Arts and Sciences Distance Learning Course Component Technical Review Checklist

**Course:** Communication 1101

**Instructor:** Dr. Daniel McDonald

**Summary:** Online course offering

Standard - Course Technology	Yes	Yes with Revisions	No	Feedback/ Recomm.
6.1 The tools used in the course support the learning objectives and competencies.	✓			<p>The learning objectives and competencies are supported by the course tools used in this course in the following ways.</p> <ul style="list-style-type: none"> <li>• Writing summaries</li> <li>• Weekly online video lectures</li> <li>• Practice of historical research</li> <li>• Film/video viewing</li> <li>• Online quiz</li> <li>• Short essay exams</li> <li>• Weekly online office hours</li> <li>• Weekly response assignments such as topic based response papers</li> </ul>
6.2 Course tools promote learner engagement and active learning.	✓			<p>Students will engage with the course materials and instructor on a weekly basis in the following ways to promote active learning.</p> <ul style="list-style-type: none"> <li>• Carmen LMS</li> <li>• Carmen Connect</li> <li>• MS Office Suite</li> <li>• Secure Media Library</li> <li>• MS Office 365</li> </ul>
6.3 Technologies required in the course are readily obtainable.	✓			All course technology listed in the syllabus is readily obtainable.
6.4 The course technologies are current.	✓			All course technology listed in the syllabus is current and can easily be accessed or downloaded with an internet connection and web browser.
6.5 Links are provided to privacy policies for all external tools required in the course.	✓			All tools being used for this course are a part of the University suite of tools. No external tools are required.
Standard - Learner Support				
7.1 The course instructions articulate or link to a clear description of the technical support offered and how to access it.	✓			Links have been provided in the "Course Technology" section of the syllabus for the technical support offered for all tools being used in the course.
7.2 Course instructions articulate or link to the institution's accessibility policies and services.	✓			a

				Please see the below link that should be included in the course syllabus.
7.3 Course instructions articulate or link to an explanation of how the institution's academic support services and resources can help learners succeed in the course and how learners can obtain them.	✓			b  Please see the below link that should be included in the course syllabus.
7.4 Course instructions articulate or link to an explanation of how the institution's student services and resources can help learners succeed and how learners can obtain them.	✓			c
<b>Standard – Accessibility and Usability</b>				
8.1 Course navigation facilitates ease of use.	✓			Recommend using the Carmen Distance Learning "Master Course" template developed by ODEE and available in the Canvas Commons to provide student-users with a consistent user experience in terms of navigation and access to course content.
8.2 Information is provided about the accessibility of all technologies required in the course.	✓			A link has been provided in the "Course Technology" section of the syllabus to the accessibility statement for Carmen.
8.3 The course provides alternative means of access to course materials in formats that meet the needs of diverse learners.	✓			Recommend using the Carmen Distance Learning "Master Course" template developed by ODEE and available in the Canvas Commons to provide student-users with a consistent user experience in terms of navigation and access to course content.
8.4 The course design facilitates readability	✓			Recommend using the Carmen Distance Learning "Master Course" template developed by ODEE and available in the Canvas Commons to provide student-users with a consistent user experience in terms of navigation and access to course content.
8.5 Course multimedia facilitate ease of use.	✓			All assignments and activities use the OSU core common tool set with embedded multimedia to facilitate ease of use.

**Reviewer Information**

- Date reviewed: Mike Kaylor
- Reviewed by: 2/15/2017

**Notes:**

- Please update the first page of the syllabus to reflect that office hours for the course will be held online.

- Please be sure to provide a PDF file of the Power Point w/audio presentations. This can serve as a transcription file for the video.

<sup>a</sup>The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know via email immediately so that we can privately discuss options. You are also welcome to register with Student Life Disability Services to establish reasonable accommodations. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. SLDS contact information: [slds@osu.edu](mailto:slds@osu.edu); 614-292-3307; [slds.osu.edu](http://slds.osu.edu); 098 Baker Hall, 113 W. 12<sup>th</sup> Avenue. **Consider putting text for the accessibility statement in BOLD 16 pt font.**

<sup>b</sup>Add to the syllabus this link with an overview and contact information for the student academic services offered on the OSU main campus.

<http://advising.osu.edu/welcome.shtml>

<sup>c</sup>Add to the syllabus this link with an overview and contact information for student services offered on the OSU main campus. <http://ssc.osu.edu>. Also, consider including this link in the “Other Course Policies” section of the syllabus.

## Communication

Curriculum map, indicating how program goals are accomplished via specific courses.

### Program learning goals

Goal 1. Students are knowledgeable about the principles of communication within a social science framework and understand the role of communication in society.

Goal 2. Students are competent in practicing communication.

Goal 3. Students are sufficiently trained and prepared to get jobs in the field of communication.

	<b>Goal 1: Comm Principles</b>	<b>Goal 2: Comm Practice</b>	<b>Goal 3: Career Preparation</b>
<b>Premajor</b>			
1100	Basic		
1101	Basic		Basic
<b>Research Methods</b>			
3160(H), 3163, 3165		Intermediate	Advanced
<b>Core Requirements</b>			
<i>Strategic Comm</i>			
2321	Basic		
3325	Intermediate	Intermediate	
2331		Advanced	Intermediate
2367(H)	Basic	Intermediate	
4337			Advanced
<i>New Media &amp; Comm Tech</i>			
2367(H)	Basic	Intermediate	
2540	Basic		
3545	Intermediate	Basic	
3554	Advanced		
<i>Comm Analysis &amp; Practice</i>			
2110	Basic		
2367(H)	Basic	Intermediate	
3620	Basic	Basic	
3440		Intermediate	
<b>Sub-Plan Electives</b>			
<i>Strategic Comm (9 cr. Req.)</i>			
3668			Intermediate
3330(H)		Intermediate	
3331		Advanced	Advanced
3333		Intermediate	
3334		Intermediate	
3345	Advanced		
3444	Advanced		Intermediate
3628	Advanced	Intermediate	
4820(H)	Advanced		Advanced
4558		Advanced	Advanced

**Goal 1: Comm Principles****Goal 2: Comm Practice****Goal 3: Career Preparation****Sub-Plan Electives***New Media & Comm Tech*

2511 (or outside Credit in Visual Design) Other specialization (3 cr. Req.)	Intermediate	Intermediate	Basic
3513	Intermediate		
4554	Intermediate	Intermediate	Intermediate
4557	Intermediate		Intermediate
4738	Intermediate		Intermediate
4853.01	Intermediate	Intermediate	
4853.02	Intermediate	Intermediate	
4558		Advanced	Advanced

*Comm Analysis & Practice*

N/A as CAP has elective clusters (see below)

**Special Topic Electives***Strat Comm (3 cr. req.)*

2131	Intermediate	Advanced	Basic
2511	Intermediate	Intermediate	Basic
3332	Intermediate		Intermediate
4190		Intermed/Advanced	Advanced
4191		Intermed/Advanced	Advanced
4445	Advanced		Intermediate
4556	Advanced		Intermediate
4635	Advanced		Intermediate
4668	Advanced	Advanced	
4998(H)		Advanced	Advanced
4999(H)		Advanced	Advanced

*New Media & Comm Tech*

(9 cr. from one track)

## Track 1:

4191		Intermed/Advanced	Advanced
4511	Advanced	Advanced	Advanced
4555	Advanced	Advanced	
4557	Advanced	Advanced	Intermediate
CS&E 2123		Advanced	Intermediate
Psych 3310	Intermediate		
Psych 3312	Intermediate	Intermediate	
Psych 5620			Intermediate
4998(H)		Advanced	Advanced
4999(H)		Advanced	Advanced

**Goal 1: Comm Principles****Goal 2: Comm Practice****Goal 3: Career Preparation****Special Topic Electives***New Media & Comm Tech*

(9 cr. from one track)

Track 2:

3330(H)	Advanced	Intermediate	
3331	Advanced	Intermediate	
4191		Intermed/Advanced	Advanced
4556	Advanced	Advanced	Advanced
4557		Advanced	Advanced
BusMHR 3100		Advanced	Intermediate
BusM&L 3150		Advanced	Intermediate
CS&E 2123		Advanced	Intermediate
4998(H)		Advanced	Advanced
4999(H)		Advanced	Advanced

*Comm Analysis & Practice*

(18 cr. req.)

3668	Intermediate		
4240(H)		Basic	
3330(H)	Advanced	Intermediate	
3331	Advanced	Intermediate	
3332	Advanced		Intermediate
3402	Intermediate		
3404(H)	Advanced	Intermediate	Intermediate
3413	Intermediate		
3466	Intermediate		
3624	Intermediate		
3628		Intermediate	Intermediate
3629	Intermediate	Intermediate	
3662		Intermediate	Intermediate
3667	Intermediate	Intermediate	
4401	Intermediate		Basic
4445	Advanced	Intermediate	
4600		Intermediate	Intermediate
4635		Intermediate	Intermediate
4665		Intermediate	Intermediate
4668		Intermediate	Intermediate
4736		Intermediate	Intermediate
4737		Intermediate	Advanced
4738		Intermediate	Advanced
4814		Intermediate	Advanced
4820(H)		Intermediate	Advanced
4853.01		Intermediate	Advanced
4853.02		Intermediate	Advanced
4998(H)		Advanced	Advanced
4999(H)		Advanced	Advanced