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 have been 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	2540
Course Title	Introduction to Communication Technology
Transcript Abbreviation	Intro Comm Tech
Course Description	This course is designed as an introduction to major communication technologies. The course will consider a range of older media and contemporary new media, with a focus on societal, relational, and psychological effects.
Previous Value	*Current problems of the technologies markets and policies of new and developing media.*
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
Previous Value	*No*
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

Prerequisites and Exclusions

Prerequisites/Corequisites
Exclusions   Not open to students with credit for 240.
Electronically Enforced   No

Cross-Listings

Cross-Listings

Subject/CIP Code

Subject/CIP Code   09.0702
Subsidy Level   Baccalaureate Course
Intended Rank   Sophomore

Requirement/Elective Designation

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

- Learn the history and development of major communication technologies.
- Apply communication concepts and theories to communication technologies.
- Understand the societal implications of new and emerging communication technologies.

Previous Value

- *Develop an understanding of the underlying technologies and operational principles of the information society*
- *Understand the history of communication technology, important technological trends and the various ways communication technology is used*
- *Recognize some of the social and technical forces that interact to shape the evolution of communication technologies*

Content Topic List

- Sociotechnical change
- Media and society
- Traditional media: newspapers, radio, television, music and film
- Theories of mass communication and the internet
- Social media
- Theories of computer mediated communication
- Human computer interaction
- Video games and virtual environments
- Advertising and new media
- eHealth
- Media policy, law and ethics
- Global media

Previous Value

- *Sociotechnical Change*
- *Analog Communication Fundamentals*
- *Digital Communication Fundamentals*
- *Transmission Media*
- *Computers, Computer Networks*
- *Internet, World Wide Web*
- *Text-Based Communication: E-mail, IM/SMS, Blogs/CMS, Twitter, CSCW*
- *E-commerce*
- *Radio: AM, FM, HD, Satellite, IP*
- *Telephony: Analog, Digital, VOIP, Mobile Telephony*
- *TV: Broadcast (Analog/Digital), Cable, Satellite, Interactive*
- *Time and Place-Shifting TV: VHS, DVD, DVR, On-Demand, Streaming*
- *Video Games*

Sought Concurrence   No

Attachments

- Comm2540 In-class prompt examples.docx: In-class examples

  (Other Supporting Documentation. Owner: Butte,Kylie M.)

- Communication 2540 Technical Checklist.pdf: Technical Checklist from Mike Kaylor

  (Other Supporting Documentation. Owner: Butte,Kylie M.)

- Communication Curriculum Map updated Sept 2016.docx: Curriculum Map

  (Other Supporting Documentation. Owner: Butte,Kylie M.)

- ASC-Comm.2540.docx: Cover memo summarizing revisions made

  (Cover Letter. Owner: Butte,Kylie M.)

- COMM2540OL_4.30.docx: Proposed online course syllabus

  (Syllabus. Owner: Butte,Kylie M.)

- COMM 2540 F2f_4.30.docx: In-class course syllabus

  (Syllabus. Owner: Butte,Kylie M.)

Comments

- See 4-20-17 e-mail to S Kline and K Butte. *(by Vankeerbergen,Bernadette Chantal on 04/20/2017 04:16 PM)*

Workflow Information

Status	User(s)	Date/Time	Step
Submitted	Butte,Kylie M.	03/07/2017 01:25 PM	Submitted for Approval
Approved	Butte,Kylie M.	03/07/2017 01:26 PM	Unit Approval
Approved	Haddad,Deborah Moore	03/07/2017 03:54 PM	College Approval
Revision Requested	Vankeerbergen,Bernadette Chantal	04/20/2017 04:16 PM	ASCCAO Approval
Submitted	Butte,Kylie M.	05/01/2017 11:21 AM	Submitted for Approval
Approved	McDonald,Daniel Gary	05/01/2017 11:49 AM	Unit Approval
Approved	Haddad,Deborah Moore	05/01/2017 11:56 AM	College Approval
Pending Approval	Nolen,Dawn Vankeerbergen,Bernadette Chantal Hanlin,Deborah Kay Jenkins,Mary Ellen Bigler	05/01/2017 11:56 AM	ASCCAO Approval

School of Communication

3016 Derby Hall
154 North Oval Mall
Columbus, OH 43210

Phone (614) 292-3400
Fax (614) 292-2055

April 30, 2017

TO: Professor Pok-Sang Lam

FROM: Susan L Kline

RE: Contingencies and Recommendations, **Communication 2540**

Thank you for approving this course. Below are the panel's comments about the course and our revisions: **Communication 2540**: unanimously approved with three contingencies and one recommendation
Contingencies:

1. Course goals need to be consistent in both the in-class and online syllabi as well as the form on curriculum.osu.edu.

   The course goals are now consistent.

2. Correct the course schedule, which should have 12 weeks of classes beginning on May 10th.

   We have added a week to the course schedule.

3. Explain how C-REP extra credit points will be allocated.

   We have removed the C-REP option from this syllabus.

Recommendation:

1. The panel recommends changing the name of the Rapid Reports to Weekly Response or Weekly Report, since students are given one week to complete the assignment.

   We have changed the name of this assignment to Weekly Reports.

Thanks so much, Pok-Sang!

THE OHIO STATE UNIVERSITY

SYLLABUS: COMM 2540
INTRODUCTION TO COMMUNICATION TECHNOLOGY
ONLINE SUMMER 2017

This course is designed as an introduction to major communication technologies. The course will consider a range of older media and contemporary new media with a focus on societal, relational, and psychological effects.

Instructor

Instructor: Dr. Siyue (April) Li

Email address: li.6836@osu.edu

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

Teaching Assistant: Zhihui (Dolores) Chu

Email address: chu.2540@osu.edu

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

Course catalog description

Current problems of the technologies markets and policies of new and developing media. This course will be delivered entirely online. Prereq: Not open to students with credit for 240.

Course learning outcomes

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

1. To learn the history and development of major communication technologies.

2. To apply communication concepts and theories to communication technologies.

3. To understand the societal implications of new and emerging communication technologies.

Course materials

Required

Straubhaar, J., LaRose, R., & Davenport, L. (2014). Media now: Understanding media, culture, and technology (9th Ed.). Boston, MA: Wadsworth.

[Additional readings and lecture materials will be posted on Carmen.]

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. Log in to Carmen using your name.# and password. If you have not setup a name.# and password, visit 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:**
  - Media materials for this course will be made available via the Secured Media Library. **go.osu.edu/SecuredMediaLibrary**
  - To obtain additional help for use of the Secured Media Library, please email emedia@osu.edu
  - Frequently Asked Questions and support can be found at https://resourcecenter.odee.osu.edu/secured-media-library
- **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. Our room can be accessed at
http://carmenconnect.osu.edu/comm2540/

- o 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.

- o Help guides on the use of Carmen Connect can be found at
https://resourcecenter.odee.osu.edu/carmenconnect

- **Mediasite:**
  - o Mediasite is Ohio State's Lecture Capture System. Lectures will be recorded through Mediasite and posted to the course Carmen page.
  - o 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
- **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 <u>free of charge</u>. To install, please visit https://osuitsm.service-now.com/selfservice/kb_view.do?sysparm_article=kb04733

Grading and faculty response

Grades

Assignment or category	Points
Quizzes	80 (20 each)/ 26.7%

Through Carmen and made available for 24 hours. 5 total with the lowest score dropped.	
Weekly Reports	150 (30 each)/ 50%
Final Synthesis Paper	70/ 23.3%
Total	**300 Points and 100%**

See course schedule, below, for due dates

POLICIES AND EXPECTATIONS:

Quizzes

All quizzes will be administered on Carmen. The quizzes are designed to assess your understanding of the readings and audio lectures. Every other Wednesday, you will be required to take a quiz showing your mastery of the course content. All quizzes are announced and available on your weekly schedule. These quizzes cannot be made up and must be completed on Wednesday. Quizzes will open every other Wednesday at 12:00 AM EST and close at 11:59 PM EST. You have 24 hours to complete the quiz. The quizzes are non-cumulative, which means they will only cover two weeks of content at most. You have 45 minutes to answer 30 questions. You may use notes; however, the quizzes are timed allowing for minimal searching (about 1 minute and 30 seconds per question). The format of quizzes will be in one of two forms: multiple-choice and true/false questions. Prepare accordingly.

Weekly Reports

Weekly Reports are designed to explain your understanding of the various topics covered in a written format. There will be several short papers (about 1-3 pages in length). A prompt will be posted on Carmen. You will be expected to formulate a detailed typed response and submit it to the Carmen dropbox by Wednesday at midnight on the assigned due date. You will have 1 week to complete the paper. The writing prompt and grading rubric will be posted on Carmen every other week.

Final Synthesis Paper

Your final for this class will involve writing 4-5 pages on a communication technology topic. You will reflect on what you have learned over the various readings, audio lectures, and your own personal experience. You will be expected to cite some current literature in your paper using Google Scholar or the OSU Library database: https://library.osu.edu/. More specific details will be posted on Carmen.

Late assignments

Written assignments must be submitted by Wednesday at midnight on the assigned due date. You have at least 1 week to complete each paper; thus, no excuses will be accepted. Assignments will be accepted late; however, there will be grade penalties of 10% for one day

late, 20% for two days late, and no credit for anything submitted three or more days late. Make your best effort to submit assignments on the due date. 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 quiz or writing assignment 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.

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

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:

- **Online Lectures and Readings:**

  Please complete the assigned readings by Wednesday of each week. The expectation is that the reading is complete to either take your quiz or submit your written assignment. In addition to the reading, audio lectures will be provided to aid in your understanding of the content. All audio lectures will be posted on Carmen on a weekly basis. Reading the textbook and listening to lectures are critical to your success on quizzes and written papers.

- **Submissions and Emails**:
  Since this is an online course, you are required to have online access on a frequent basis. All updates to the course will be announced via email and/or on Carmen. It is your responsibility to check these platforms regularly. Please carefully read the syllabus to keep up on due dates and responsibilities. For consistency over the summer term, every graded item will be due on Wednesday. Quizzes will be administered on every other Wednesday on Carmen. Written papers will always be due by Wednesday by midnight in the Carmen dropbox. Email correspondence may be used to communicate with your instructor or teaching assistant. Emails should be written using standards of courtesy (e.g., address, proper tone, signature) or they will not receive a response. This is a communication technology course: Communicate effectively and professionally via email.

- **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.

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

Academic integrity policy

Policies for this online course

- **Assignments and quizzes**: You must complete the assignments and quizzes 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.

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 ; 614-292-3307; slds.osu.edu ; 098 Baker Hall, 113 W.
12th Avenue.**

Course schedule (tentative)

Week	Dates	Topics, Readings, Assignments, Deadlines
1		**Topic: Welcome and Introduction** **Reading: Syllabus** **Due: Introduction Discussion Post, Syllabus and Canvas Quiz**
2	**5/17**	**Topic: The Changing Media/ Media and Society** **Reading: Chapter 1-2 (pgs. 3-62)**
3	**5/24**	**Topic: Print Media** **Reading: Chapters 3- 4 (pgs. 63-140)** **Due: Quiz 1**
4	**5/31**	**Topic: Audio Media** **Reading: Chapter 5-6 (pgs. 141-196)** **Due: Weekly Report #1: New Media vs. Convention Technology**
5	**6/7**	**Topic: Visual Media** **Reading: Chapters 7-8 (pgs. 197-268)** **Due: Quiz 2**
6	**6/14**	**Topic: Business and Media** **Reading: Chapter 10-11 (pgs. 307-370)** **Due: Weekly Report #2: Audiovisual Media Evaluation**
7	**6/21**	**Topic: Video Games** **Reading: Chapter 13 (pgs. 401-426)** **Due: Quiz 3**
8	**6/28**	**Topic: Media Use and Impacts**

		Reading: Chapter 14 (pgs. 427-472) **Due: Weekly Report #3: Business and Media**
9	**7/5**	**Topic: The Internet** **Reading: Chapter 9 (pgs. 269-306)** **Due: Quiz 4**
10	**7/12**	**Topic: CMC and SNS** **Reading: Walther, 2011; Walther & Jang, 2012 (Posted on Carmen)** **Due: Weekly Report #4: The Internet**
11	**7/19**	**Topic: Multitasking and Psychology** **Reading: Chapter 12 (pgs. 371-400); Gonzales & Hancock, 2011 (Posted on Carmen)** **Due: Quiz 5**
12	**7/26**	**Topic: Dark Side of Comm Tech** **Reading: Fox & Anderegg (in press)** **Movie: "Her" (2013)** **Due: Weekly Report #5: CMS and SMS** **Final Paper Assigned 7/26**
Exam Week		**Final Paper Due 8/2 at 11:59pm**

Communication 2540: Introduction to Communication Technology
Spring 2017

Instructor: Dr. Siyue (April) Li
Office: 3058 Derby Hall Email: li.6836@osu.edu
Office Hours: Wed. 1-3pm or by appointment
TA: Tiffany N. White
Office: 3041 Derby Hall Email: white.2045@osu.edu
Office Hours: Fri. 10-12 or by appointment
Class Information: Wed & Fri 8AM - 9:20AM Stillman Hall 100
[Please put "Comm 2540" in the subject line when contacting us.]

Course Description: This course is designed as an introduction to major communication technologies. The course will consider a range of older media and contemporary new media, with a focus on societal, relational, and psychological effects.

Course Catalog Description: Current problems of the technologies markets and policies of new and developing media. Prereq: Not open to students with credit for 240.

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

1. learn the history and development of major communication technologies.

2. apply communication concepts and theories to communication technologies.

3. understand the societal implications of new and emerging communication technologies.

Required Text: Bundle: Media Now, Loose-leaf Version, 9th + MindTap Communication Arts, 1 term (6 months) Printed Access Card Author: Straubhaar, J., LaRose, R., & Davenport, L. ISBN: 9781305702219 Publisher: Cengage Learning Edition: 9 MindTap access link:
https://login.cengagebrain.com/course/MTPP-C1KP-5ZGL

Other required readings will be available on Canvas

Assignments & Their Point Values

Exam 1	100 Points
Exam 2	100 Points
Exam 3	100 Points
In-class activities (assignments/quizzes)	50 Points
Total	350 Points

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.

Exams: There will be three exams, each consisting of 40 multiple-choice and true/false questions. For the most part, the exams will NOT be cumulative. However, some major concepts discussed throughout the semester may appear on multiple exams. I will make a study guide available about a week before the exam. Please understand that the guide is meant to be just that—a guide. Although I try to stick to the information as presented on the study guide, I do consider all reading and lecture material to be fair game for exam questions.

In-class assignments/ quizzes: They are designed to assess your understanding of reading materials or reinforce content recently covered in the course. There will be a total of 7 in-class assignments or quizzes throughout the semester. Each one may come in one of three forms: multiple-choice and true/false questions, short-answer questions, or a combination of both. You will not know in advance which days we will have in-class assignments. These assignments/quizzes cannot be made up outside of class. That is, you must be in class in order to earn these points. I will drop your two lowest scores providing you some cushion should you need to miss class on the day of an in-class assignment. Once in-class quizzes are passed out and students begin them, I reserve the right to not pass out any additional quizzes.

COURSE POLICIES

Make-Up Exams: Make-up exams will not be given except in cases of extreme, unforeseen, and convincingly documented emergencies (notification within 24 hours of the exam time is required) or official University related absences (instructor must be notified at least two weeks in advance). Your instructor reserves the right to determine what qualifies as extreme and what documentation is required. Unacceptable excuses include, but are not limited to: having a cold, being emotionally distraught, being out of town, oversleeping, having to work, not being able to find a parking space, car trouble, and flight delays or cancellations.

Attendance: Attendance (both physical and mental) is key to your success in this class. Your grade is largely contingent on your continued presence in class. Listen, take notes, and ask questions. If you miss

class for whatever reason, it is your responsibility to obtain notes from a classmate; the instructor will not provide notes in any circumstance and slides are not posted on Canvas. If you miss class, you will not be able to make up any in-class work or extra credit opportunities.

Disruptions: Disruptions and distractions (including talking during lecture; text messaging or other phone use; nonclass computer activity; or reading nonclass materials), threatening behavior, and negative participation (e.g., use of inappropriate language or derogatory speech) will not be tolerated. Any student who engages in such behavior may be asked to leave class, suffer grade penalties, and be reported to the School of Communication Director, the Dean of Students, and/or University Police.

Email and Canvas: For this course, you are required to have online access regularly (i.e., at least 2-3 times a week). Updates to the course schedule or readings will be announced in class and also on Canvas; it is your responsibility to stay apprised of these changes.

Challenging a Grade: We do not discuss individual grades in the classroom. To challenge a grade, you must meet the instructor or TA during office hours or make an appointment within one week of the grades being posted on Canvas. Please note that a challenge may result in grades being raised or lowered. Also note that grading is an exercise in professional judgment that we take very seriously. We spend large amounts of time developing and grading assignments, and we do not arrive at grade decisions haphazardly. In this regard, do not challenge a grade unless you truly believe there is a legitimate problem with our decision.

Technology: Students are NOT allowed to take photographs, record video, or record audio during class. Laptops and tablets should be used only for note taking and class related activities. Failure to comply with these policies will result in point deductions.

Academic Integrity: Plagiarism, cheating, and other misconduct are serious violations of your contract as a student. I expect that you will know and follow the University's policies on cheating and plagiarism. All students are subject to the student code of conduct (see http://studentaffairs.osu.edu/resource_csc.asp), including the student code of academic integrity. Violations of the code will result in severe penalties in this course and all violations will be reported to the School of Communication and the Committee on Academic Misconduct. Ignorance about plagiarism and cheating is NOT an acceptable excuse.

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 ; 614-292-3307; slds.osu.edu ; 098 Baker Hall, 113 W. 12th Avenue.

Disclaimer: The information provided in this syllabus constitutes a list of basic class policies. I reserve the right to modify this information when deemed necessary for any reason. You will be notified in class, via email, and/or on Canvas if and when any changes occur.

Week 1	1/11 1/13	Syllabus and Course Overview The changing media	Syllabus Ch 1 (pgs. 3-28)
Week 2	1/18 1/20	Media and Society	Ch 2 (pgs. 29-56) Rogers, Ch 6 and 7
Week 3	1/25 1/27	Newspapers Radio	Ch 4 (pgs. 57-129) Ch 6 (pgs. 157-184)
Week 4	2/1 2/3	Television Music and Film	Ch 8 (pgs. 215-250) Ch 5 and 7 (pgs. 130-156; 185-214)
Week 5	2/8 2/10	Exam Review Exam 1	
Week 6	2/15 2/17	Theories of Mass Communication The Internet	Ch 14 (pgs. 403-446) Ch. 9 (pgs.269-277); Walther & Jang (2012)
Week 7	2/22 2/24	Social Media CMC Theories	Ch. 9 (p. 277-303)
Week 8	3/1 3/3	CMC Theories	Walther et al. (2015) chapter
Week 9	3/8 3/10	Human Computer Interaction Phones and Tablets	DeAndrea (2014) Ch 12 (pgs. 349-378)
Week 10	3/15 3/17	Spring Break	
Week 11	3/22 3/24	Exam Review Exam 2	
Week 12	3/29 3/31	Video Games Virtual Environments	Ch 13 (pgs. 379-402) Ivory: Virtual Worlds Ch. 1
Week 13	4/5 4/7	Advertising and New Media eHealth	Ch 11 (pgs. 313-377) Grant & Meadows (2014) chapter
Week 14	4/12	Media Policy and Law	Ch 15 (pgs. 447-474)

	4/14	Media Ethics	Ch 16 (pgs. 475-501)
Week 15	4/19	Global Media	Ch 17 (pgs. 503-525)
	4/21	Exam Review	
	4/28	Final Exam 8-9:45 am	

Additional Readings

Campbell, H. D. (2014). eHealth. In A. E. Grant & J. H. Meadows (Eds.), *Communication technology update and fundamentals* (pp. 235-246). Berlington, MA: Focal Press.

DeAndrea, D. C. (2014). Advancing warranting theory. *Communication Theory, 24,* 186-204.

- Rogers, E. M. (2003). Diffusion of Innovations. ISBN 9780743222099

Walther, J. B., Van Der Heide, B., Ramirez, A., Burgoon, J. K. & Peña, J. (2015). Interpersonal and hyperpersonal dimensions of computermediated communication. In S. Sundar (Ed.), *The handbook of the psychology of communication technology* (pp. 3-22). UK: John Wiley & Sons.

Walther, J. B., & Jang, J-W. (2012). Communication processes in participatory websites. *Journal of Computer-Mediated Communication, 18,* 2-15.

Arts and Sciences Distance Learning Course Component Technical Review Checklist

Course: Communication 2540
Instructor: David DeAndrea
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.	✓			The learning objectives and competencies are supported by the course tools used in this course in the following ways. - Writing summaries - Weekly online video lectures - Practice of historical research - Film/video viewing - Online quiz - Short essay exams - Weekly online office hours - Weekly response assignments such as topic based response papers
6.2 Course tools promote learner engagement and active learning.	✓			Students will engage with the course materials and instructor on a weekly basis in the following ways to promote active learning. - Carmen LMS - Carmen Connect - MS Office 365 - Secure Media Library
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
Standard – Accessibility and Usability				
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.

[a]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; 614-292-3307; slds.osu.edu; 098 Baker Hall, 113 W. 12th Avenue. **Consider putting text for the accessibility statement in BOLD 16 pt font.**

[b]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

[c]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.

1) In your own words, briefly explain cultural determinism and technological determinism.

2) The speaker Sherry Turkle's viewpoints in the talk are more consistent with _____.

A. Cultural determinism

B. Technological determinism

3) Sherry Turkle illustrated the above viewpoint with several examples in the talk. Give one example that she mentioned in the talk and explain how this example illustrates the above viewpoint.

4) What does Sherry Turkle mean by "connected, but alone"? Do you agree or disagree with this viewpoint? Briefly explain why.

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.

	Goal 1: Comm Principles	Goal 2: Comm Practice	Goal 3: Career Preparation
Premajor			
1100	Basic		
1101	Basic		Basic
Research Methods			
3160(H), 3163, 3165		Intermediate	Advanced
Core Requirements			
Strategic Comm			
2321	Basic		
3325	Intermediate	Intermediate	
2331		Advanced	Intermediate
2367(H)	Basic	Intermediate	
4337			Advanced
New Media & Comm Tech			
2367(H)	Basic	Intermediate	
2540	Basic		
3545	Intermediate	Basic	
3554	Advanced		
Comm Analysis & Practice			
2110	Basic		
2367(H)	Basic	Intermediate	
3620	Basic	Basic	
3440		Intermediate	
Sub-Plan Electives			
Strategic Comm (9 cr. Req.)			
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)	Intermediate	Intermediate	Basic
Other specialization (3 cr. Req.)			
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