

COMM 240
Introduction to Communication Technology

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Office Hours: Tuesday from 10:00am - noon or by appointment

Class: Tuesday and Thursday from 9:30 a.m. to 11:18 a.m.

Class Objectives

This class will demonstrate how society is affected by interactive and traditional media use. While examining core theories, concepts and technical information related to media, this class will encourage students to critically examine the media and its effects on culture while providing them with an understanding of how media technologies develop, function, converge, and influence both national and international social issues.

Required Materials

Straubhaar, Joseph and Robert LaRose, *MEDIA NOW: Understanding Media, Culture, and Technology* (4th Edition) Wadsworth Publishing, 2004

Online Readings (2005). Available through WebCT.

Class Requirements

Class attendance is strongly advised—the class moves quickly with a new topic each day. There will be three exams, each worth 20% of your grade. In order to encourage attendance and provide an incentive to keep up with the readings and lecture, there will be at least four surprise “in-class” quizzes during the semester. Only your three highest in-class quiz grades will be kept—each quiz will be worth 5% of your final grade. Eight online quizzes will be offered through WebCT. You are able (and encouraged) to continue taking these quizzes throughout the timeframe the quiz is open until you earn 100%. The sum of these quizzes will be worth 5% of your grade. Please ask questions immediately if you are unfamiliar with WebCT or how to take WebCT quizzes. Quiz closings are final. You are also asked to participate in 3 hours of research, each hour being 1% of your final grade. Finally, an out of class Blog assignment will be worth 2% of your grade. This assignment will require you to create an ACTIVE Blog.

Exams: (3@20%) = 75%

Quizzes: (3@5%) = 15%

WebCT quizzes: (5%) = 5%

Research Study Participation (3@1%) = 3%

Class Blog Project (1@2%) = 2%

Total: 100%

Grade Breakdown

95-100 = A	87-89 = B+	77-79 = C+	65-69 = D+	59 and below = F
90-94 = A -	83-86 = B	73-76 = C	60-64 = D	
	80-82 = B -	70-72 = C -		

Blog Assignment

The purpose of this assignment is to give you hands-on experience with online publishing tools. As you enter the workforce, regardless of your major, you may be expected to create and/or edit web-based documents using programs with interfaces similar to those used for blogs. Online collaborative communities are prevalent within corporations - both large and small - for everything from sales and marketing to integrated project teams. As the business world becomes more and more reliant on associates who work remotely or travel frequently from the central office, familiarity with tools similar to those used in blog publishing will be a great add-on to your resume'. Details of the Blog assignment will be presented in class.

Communicating with the Instructor

Feel free to contact me via e-mail or in-person. I check e-mail regularly and will do my best to respond as soon as I can; however, do not expect a response immediately, during the weekend, or at midnight before the test—simply stated, plan ahead and give me time to respond. For quickest response, please put "COM 240" in the subject heading. I am available to meet in-person at the end of class, as well as during my open office hour. I am in and out of my office throughout the week and may be reached by phone there; however, the most effective way to contact me would be via e-mail or in-person.

Make-up Policy

Exams must be taken during the scheduled exam time. A make-up exam can only be taken if the student presents proof of a valid medical excuse or extenuating circumstance. Medical excuses and extenuating circumstances will be verified and judged as warranting a special case by the course instructor.

Quizzes, however, cannot be made-up. The solutions to the quizzes are presented immediately following the quiz, giving any student taking a make-up quiz an unfair advantage. Only three of the quizzes count toward your grade, giving you the opportunity to miss a quiz without penalty.

Plagiarism

The term "academic misconduct" includes all forms of student academic misconduct wherever committed. All incidents will be reported to of the Committee on Academic Misconduct for investigation.

Other Information

Accommodations for Disabilities: Students with disabilities that have been certified by the Office for Disability Services will be appropriately accommodated. If you are a student with a disability, who requires reasonable accommodations, please call 292-3307.

Religious Observance: If you wish to be absent from class to observe a religious holiday, make arrangements in advance with the instructor.

Participation in a Required Activity: If you must miss a class to participate in an officially-sanctioned athletic game or in a required activity for another course, provide the instructor with adequate advanced notice, such as the team schedule or a written authorization from the faculty member of the other course. However, because at least one quiz score will be dropped, there will be no make-up exceptions for in-class quizzes.

Readings: In general, the reading material supplements in-class lectures. In-class material covers the physical technology and how it works; however, some readings supplement lectures by providing a social context. The lectures and readings work to complement each other, but you may not get all the information by only relying on one source. Tests cover material from both sources.

Class Schedule

In-class Review Questions are included in the chapter outlines found in your workbooks. Check each week to see which questions we will go over in class and be prepared to recite them.

Dates	Topic	Assignment
September 22	Introduction	
September 27	Changing Media Environment	Chapter 1
September 27	Media Theory	Chapter 2
October 4	Media Policy, Law	Chapter 13
October 6	Media Ethics	Chapter 14
October 11 - 13	Paper Media (books, magazines, and newspapers)	Chapters 3 and 4
October 18	Exam 1	
October 20	Radio	Chapter 5
October 25	Film and Video	Chapter 6
October 20	TV and Cable	Chapter 7
October 27	Audience Analysis	Davie, W. & Upshaw, J. (2005) Principles of Electronic Media, Pearson Education Inc. (Chapter 10)

November 1	The Internet	Chapter 8
November 3	Mediated Public Relations	Chapter 10
November 8	Exam 2	
November 10	Communications Infrastructure	Chapter 9
November 15	E-commerce	LaRose, R., & Eastin, M.S. (2002). Is On-Line Buying out of Control? Electronic Commerce and Consumer Self-Regulation. <i>Journal of Broadcasting and Electronic Media</i> , 45(4), 549-564.
November 17	Advertising	Chapter 11
November 22	Media Impacts	Chapter 12
November 29	Globalization	Chapter 15
December 1	Final Exam Review	
	Final Exam	