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COMM 175 – 201 Introduction to Communication

Mundelein Center - Room 407 Tuesday 4:15PM - 6:45PM

Instructor: Jeff harder

E-mail: jharder@luc.edu

Office hours: Tuesday, 1-2 (LSC/IC Cafe). Wednesday, 1-2 (LSC/IC Cafe); Thursday, 4-5 (LSC/IC Cafe), and by appointment.

COURSE DESCRIPTION

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

COURSE RATIONALE:

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

LEARNING OBJECTIVES:

Upon completion of this course, students should be able to:

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

COURSE WORK:

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

1. Read selected chapters in the textbook and answer questions via discussions, exams, and written assignments.
3. Examine the use of media in a range of forms.
4. Listen to, analyze, and critique oral communication in various forms/texts.

TEXT: Understanding Media and Culture: An Introduction to Mass Communication, University of Minnesota Libraries Publishing

<https://open.umn.edu/opentextbooks/textbooks/143>

Other course readings and materials are available on Sakai Class Resources.

Graphic Content

Some films/media screened for class may contain violence, sex, nudity, strong language, and/or content that may be disturbing to some students. Contact me before a scheduled screening if you have concerns about a specific film.

GRADING:

Students will be graded on attendance, participation, written assignments, and exams.
group) Grades are based on a 100-percentage scale.

Grades will be determined in the following manner:

Participation and Attendance. + 0 - 3 points.

2 Exams 25% each

Final Exam 25%

2 Papers, 25%

FINAL GRADE SCALE:

100-93: A
92-90: A-
89-87: B+
86-83: B
82-80: B-
79-77: C+
76-73: C
72-70: C-
69-60: D
59-0: F

ATTENDANCE

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

Repeated unexcused absences will significantly affect your final grade. If you cannot make class, it is essential to call or e-mail the instructor beforehand. If you have more than three absences during the semester, your grade will be reduced by a full letter unless medical documentation proves the necessity of the absence.

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

PROFESSIONALISM AND ADDITIONAL CLASSROOM POLICIES:

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

*Check your LUC email daily for course updates.

Academic Integrity

Plagiarism and/or any other form of academic dishonesty such as cheating on an exam will be penalized and could result in a failing grade for the class. (Refer to University "Statement on

Plagiarism”)

SOC Statement on Academic Integrity

<https://www.luc.edu/media/lucedu/soc/pdfs/resourceforms/School%20of%20Communication%20Statement%20on%20Academic%20Integrity.pdf>

Use of AI (Artificial Intelligence) will be considered a violation of the plagiarism and academic integrity policy and will result in failure of the assignment and potential failure of the course. All thinking, writing, and creative content should be your own.

University Policy Statement On The Use of AI.

"To maintain our culture of excellence and integrity, students are not to use AI assisted technology in the classroom unless they are specifically authorized to do so by their faculty for an assignment, a test, a quiz, or any deliverable that will be graded."

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Course Schedule

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

8/29 Week 1

Introduction; Review of the syllabus.

Media and Culture, Media Effects

Readings: Understanding Media and Culture - Chapters 1 and 2

Discussion: Barbie by Greta Gerwig

9/5 Week 2

The Oral Tradition, Narrative

The development of print technology.

Readings:

Walter Ong, Orality and Literacy, chapters 1 and 2 (Sakai Class Resources)

Ewan Clayton, Where Did Writing Begin

<https://www.bl.uk/history-of-writing/articles/where-did-writing-begin>

Text, Chapters 3 and 4

9/12 Week 3

Magazines

Readings: Chapter 5

9/19 Week 4

Music

Chapter 6

Screening: Money for Nothing: Behind the Business of Pop Music (Kanopy)

The Art of Listening - The Music Documentary (2021) by Michael Coleman (YouTube)

<https://www.youtube.com/watch?v=Xnt-c5i5prM>

9/26 Week 5

Radio

Readings: Chapter 7

Voices of Strong Democracy: Community Media as a Pedagogical Laboratory by Virginia Keller, Jeff Harder, and Craig Kois (online)

Screenings: What is Community Radio? (UK) by Jame Mulvany (YouTube)
<https://www.youtube.com/watch?v=LUo5WULjY4s>

Chicago Independent Radio Project: Chirp Radio <https://chirpradio.org/>

Lumpen Radio <https://lumpenradio.com/>

EXAM

Start Paper Assignment: Due 10/17

10/3 Week 6

Cinema: The Political Economy of Cinema Production and Distribution

Readings: Chapter 8

Screenings: The Story of Film: A New Generation (Kanopy)

Mark Duplass- SXSW Live 2015 (YouTube) <https://www.youtube.com/watch?v=nZeWOAliA6Y>

10/10 Week 7 Break

10/17 Week 8

Television

Reading: Chapter 9

First Paper Assignment - Due 10/17

10/24 Week 9

Electronic Games

Reading: Chapter 10

Screenings: Gamergate: The Sexist Side of Fandom by Now This News.
<https://www.youtube.com/watch?v=33u2JExlGwQ>

Returning Fire: Interventions in Video Game Culture (Kanopy)

10/31 Week 10

The Internet and Social Media

Fan Culture

Reading: Chapter 11

Screening: Geek Girls: The Hidden Half of Fan Culture by Gina Hara (Kanopy)

11/7 Week 11

Advertising and Public Relations

Reading: Chapter 11

Screening: Merchants of Cool (2004) by Barak Goodman (WGBH/PBS) (CL Reserve)

EXAM

11/21 Week 12

The Economics of Mass Media - Political Economy

Reading: Chapter 13

11/28 Week 12

Ethics and Mass Media

Reading: Chapter 14

Week 13 12/5

Media and Government Regulation

The Future of Mass Media

Readings: Chapters 15 & 16

Final Exam

12/12 at 4:15PM