

**Loyola University Chicago**  
**COMM 175-205 -Intro to Communications**  
**Fall 2019**  
**Corboy Room 106 T-Thurs 230p-345p**

**Instructor:** Randy Minkoff

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## **COURSE DESCRIPTION**

This course is designed give an historical background and current scenarios as to the various types of communication, from early civilization speech to today's social media. How each sector of communication influenced history and culture, specifically how we live and rely on it today. An examination of why some elements thrived and then failed, becoming nearly obsolete.

It is extremely important that you are aware of current news stories and trends as a part of the class. This course will review the history of speech, marketing, advertising, music, print, radio, television and internet communication. But it will also place emphasis on current events and media trends and how they impact social. You should use a variety of news sources – daily newspaper, weekly magazines, websites, blogs, radio and television news, to learn how communication impacts us today. Class discussion is an integral part of the class as many editing situations are subjective.

With that in mind, consider this syllabus as a general tool, SUBJECT TO CHANGE, depending upon news events and trends. Journalism is adaptation and do not view this overview as a class schedule that is etched in granite.

## **GRADING**

For most assignments you will receive a letter grade: A(excellent), B(very good), C(average), D(poor),m F(automatic for any incomplete assignments). Your grades are based upon demonstrating a good grasp of the concepts and techniques, and the impact of communication on society. Several quizzes reviewing material covered in class will be given. In some isolated cases you will receive a 'complete' for an assignment; I will be very clear up front about grade expectations for each project. You may and are encouraged to ask about progress you are making during the term either in person or via e-mail. There will also be a final exam and final research project to be completed.

**ABSENCES:** All assignments are due at the assigned deadline time: papers turned in after deadline will be graded down accordingly. Class attendance is essential in this class as there is no formal textbook. Material covered in class via lecture, illustrations and videos will make it vital you attend the class. If you should have to miss a class, it will be up to you to contact another classmate to secure information covered during the lecture period. You must notify me immediately if there is an issue with attendance or assignment. Unexcused absences will directly affect your grade in the course (as well as your ability to complete projects, exams and quizzes. )

## **IMPORTANT NOTES:**

1. We will start on time; lateness is highly discouraged.
2. Classroom discussion and participation will be an integral part of the course and your overall grade. All topics that are reviewed, and how to handle them, will be included on tests and papers.
3. All assignments are due on the day they are listed, via e-mail or handed in in class.
4. If you expect to be absent, notification MUST be emailed immediately before the class. It will be up to YOU to check with a classmate to get the assignment and all information discussed in class.
5. Quizzes will be administered promptly at the start of class.
6. If you miss a quiz, you may NOT make it up, with the exception of an excused absence.
7. Don't ever hesitate to ask me for clarification or direction at the time the assignment is given. Don't wait until the last minute to ask questions about what the assignment requirements are.
8. ALWAYS be honest with me and with your work. Plagiarism is a serious offense and will not be tolerated.

**TENTATIVE SCHEDULE (Subject to change because of the nature of current events and issues that may come up during the semester)**

**Week 1: Course introduction; Aug. 27-29**

Overview of the semester; evolution of communication fields from origins to today. Major issues facing communication. Explanation of quizzes, papers and midterm/final exams.

**Week 2: The telegraph, phone and smart phone. (Sept. 3-5),**

How early America communicated with one another; technological advances and how it affected communications.

**Week 3: Print (Sept. 10-12)**

Pamphlets to blogs, how ideas and concepts were conveyed to the public via print communications. Newspapers, magazines and internet sites.

**Week 4: Photography. (Sept. 17-19)**

A picture may be worth 1,000 words but how did it impact society; how cropping, focusing and Photoshop could alter the message of the photo.

**Week 5: (Sept. 24-26th).** Speech. How oratory from the time of the ancients through today has evolved and influenced culture, politics and entertainment.

**Week 6: Headlines, Captions a(Oct. 1-3) MIDTERM EXAMS AND ASSIGNMENT**

**Week 7—No Class Oct. 8<sup>th</sup>. Class will resume Oct. 10<sup>th</sup> Advertising/public relations**

Review of the midterm exam and assignment. The development of advertising in print, broadcast and the internet and the role of public relations in society.

**Week 8 Radio (Oct. 15<sup>th</sup>-17<sup>th</sup>)**

The first broadcast medium, how it changed communication and at one time scared a nation on the brink of war.

**Week 9 Television (Oct. 22-24th).**

Supplementing radio as the prime source of communication; entertainment, news and guiding a nation through crises.

**Week 10: Film (Oct. 29-31<sup>st</sup>)**

How cinema impacted society from the invention of the artform through the multi-billion-dollar industry of the 21<sup>st</sup> century.

**Week 11: Plays, books and music. (Nov. 5-7)**

A history of the impact that writing as a form of information and entertainment; Broadway from Ziegfeld to Hamilton; fiction and non-fiction literature as a communication art form. Music as a form of communication and how it has evolved.

**Week 12: Protesting, Presidents and Propaganda. (Nov. 12-14<sup>th</sup>)**

The role of communication in civil disobedience and protest. How groups and government used communication to further their beliefs and principles. The growth of fake news and

**Week 13: Government regulation. (Nov. 19-21<sup>st</sup>)**

From the Revolutionary War through social media, how the government has opted to regulate communications.

**Week 14: NO CLASS NOV. 26<sup>TH</sup>-28<sup>TH</sup> Thanksgiving holiday,****Week 15 Dec 3-5 The future of communication. Final written exam.****Week 16<sup>th</sup>—Final paper due as part of final exam week (Dec. 10-12<sup>th</sup>)**