

Communication 303-01

Introduction to Communication Technology – Spring, 2015
Monday and Wednesday 2:00-3:15 / Davidson 103

Professor: Stuart Esrock

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Office hours: Mon and Weds 11-12 or by appointment

Course Description: Communication and information technologies are increasingly important to our lives, impacting us socially, politically and economically. This course provides an introduction to the communication technology environment from telephone to television, from DVRs to social networking, and much more. We will study the impact of these technologies and their hardware, software and users. We will also analyze various aspects of emerging technology to better understand why some succeed and some fail, thereby gaining a more informed framework by which we can contemplate our future.

Objectives: At the conclusion of the course, students should:

- know enough about a variety communication technologies to discuss them critically.
- have a basic understanding of theories used to explain the relationship between communication, technology and society.
- understand the role of political and economic factors that are intertwined with communication technologies.

Evaluation:

* 3 Exams @ 100 points each	300
* Blog Entries	100
* Participation	50

Total Points Available: 450

92%+	= A	72-77.9	= C
90-91.9	= A-	70-71.9	= C-
88-89.9	= B+	68-69.9	= D+
82-87.9	= B	62-67.9	= D
80-81.9	= B-	60-61.9	= D-
78-79.9	= C+	59.9-	= F

Required Text: *Communication Technology Update and Fundamentals, 14th edition* (2014), edited by August Grant and Jennifer Meadows. Elsevier/Focal Press. (You will find additional textbook-related resources at: <http://www.tfi.com/ctu-companion-website.html>)

In addition, other reading materials and articles will be required on occasion and URLs/links or Xerox copies will be made available.

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Course Policies:

- 1) There will be **NO MAKE-UP EXAMS**. The exams for this class are scheduled for **February 2, February 25, March 30**, and on our last day of class - **April 22**.
- 2) Your lowest score on the first three exams from this class will be thrown out. So, you may elect to take the first three exams in the class and delete a score, or you may skip one of the first three exams in the class for whatever reason you choose. Realize if you miss any of the first three exams for any reason, your other two scores will be counted.
- 3) **The fourth exam is mandatory for all students in the class** and your score for this exam will count toward your final grade. If you cannot make this session on **April 22**, please take a different course.
- 4) Please turn off all cell-phones (unless there is an emergency and you inform me). There is no text messaging permitted during class. Portable audio player and recorder use is not allowed without special permission. You can use a laptop to take notes--you may not use a laptop to surf the net or for any other purpose.
- 5) I will come to class on time and prepared and expect the same of you. Please do not disrupt the class by coming in late. Students who interrupt class by coming in late more than once will be penalized participation points, with repeat offenses increasingly penalized.
- 6) Students who require special accommodations should contact the professor early in the term so we can discuss how best to meet your needs. Please meet with someone at the Disability Resource Center first.

Participation: More than 10% of your grade will be derived from your participation in class. You can ensure that you will receive a good participation grade by taking several important steps.

First, if you are not in class, you cannot participate. I will take attendance on occasion. If you are absent more than twice when I take attendance, I will take that as an indication that your participation is less than what it could and should be.

Participation also involves being on-time and prepared for class. This means reading all materials in advance, jotting some notes and potential discussion questions, and taking part in the class discussion. The professor reserves the right to adjust this 50 point grade up or down, based on the individual student's participation, enthusiasm, and attitude toward the course.

You can also bolster your participation grade by bringing current communication technology news items to class. There is a tremendous amount of activity occurring in this sector and you will run across tons of material over the course of the semester. Please bring news clips and video tape that may be appropriate. You will be credited for any materials that you bring to class, even if we don't have time to cover them.

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Blog: Students will be creating a blog and then writing assigned entries into their blogs over the course of the semester. Each blog entry will be worth 10 points and there will be 11 entries over the course of the semester.

TV Clips / Current Events / Added Readings: We will be watching extensive video material dealing with topics covered in this course. **Any video that is shown in class is possible material for test questions** so do take notes.

I will also assign additional readings and articles of a timely nature from various national publications and on-line sources (and possibly video content). You will be responsible for these readings and some material from them, as well as current event items covered in class, may appear on exams.

Bonus Points: You may have the opportunity this semester to attend outside events/speakers for bonus credit. Students will sign in to the events to note attendance and then write a two page summary. Bonus credit opportunities are dependent upon availability of Communication Technology oriented events/speakers. I will apprise you of opportunities as they become available.

Academic Misconduct: Academic Misconduct: Do your own work, including for this class writing your own blog entries. If you commit plagiarism, the use of another person's words or ideas without crediting that person, or if someone does an assignment for you, then you will receive 0 points for the assignment and you will be reported to the Dean's office. According to the University of Louisville Undergraduate Catalog (<http://louisville.edu/undergraduatedcatalog/>), plagiarism is:

"Representing the words or ideas of someone else as one's own in any academic exercise, such as:

- 1. Submitting as one's own a paper written by another person or by a commercial "ghost writing" service,*
- 2. Exactly reproducing someone else's words without identifying the words with quotation marks or by appropriate indentation, or without properly citing the quotation in a footnote or reference.*
- 3. Paraphrasing or summarizing someone else's work without acknowledging the source with a footnote or reference.*
- 4. Using facts, data, graphs, charts, or other information without acknowledging the source with a footnote or reference. Borrowed facts or information obtained in one's research or reading must be acknowledged unless they are "common knowledge". Clear examples of "common knowledge" include the names of leaders of prominent nations, basic scientific laws, and the meaning of fundamental concepts and principles in a discipline. The specific audience for which a paper is written may determine what can be viewed as "Common knowledge": for example, the facts commonly known by a group of chemists will differ radically from those known by a more general audience. Students should check with their teachers regarding what can be viewed as "common knowledge" within a specific field or assignment, but often the student will have to make the final judgment. When in doubt, footnotes or references should be used."* (p. 47)

For more information on plagiarism and other forms of academic misconduct as well as the system the University uses to review possible plagiarism cases, please see the following Web site (<http://louisville.edu/delphi/blackboard/resources/safeassign>). It is your responsibility to understand the University's plagiarism policies and potential penalties.

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TENTATIVE COURSE SCHEDULE*
(except for bold dates)

<u>DATE(S)</u>	<u>TOPICS</u>	<u>BOOK</u>
1/7	Intro	
1/12 & 14	Eco-system model/Technological determinism/The future & technology forecasting	Chapter 1 & p. 9-11, 21
1/19	NO CLASS-ML KING DAY	
1/21	Radio	p. 13-15, Chap 9, & p. 26-29
1/26 & 28	Personal digital audio	Chap 17
2/2	EXAM #1	
2/4	Policy and regulation	Chap 5 & p. 33-35
2/9 & 11	Television	p. 15-17, Chap 16
2/16 & 18	Television/Multichannel TV/Digital TV	Chaps 6 & 7
2/23	Interactive TV/Internet TV	Chap 8
2/25	EXAM #2	
3/2 & 4	Comm tech business/Diffusion of Innovations/PCs	p. 28-29, Chap 4, p. 17-19, 22-26, & Chap 12
3/9 & 11	Internet	Chaps 20 & 22
3/16 – 20	NO CLASS/SPRING BREAK	
3/23 & 25	Internet/Privacy & surveillance	
3/30	EXAM #3	
4/1	Telephony	p. 25 & Chap 21
4/6 & 8	Telephony/Mobile telephony	p. 18-19, 39-40, 236-237
4/13 & 15	Apps and texting/Social media	Chap 23
4/20	Distance education/The wireless evolution	p. 238-239, Chaps 24 & 25
4/22	EXAM #4	

* I will notify you if I substitute and/or change topics/schedule as necessary