

**COMMUNICATION 328-01**  
***Introduction to Urban Communication***  
***Fall 2017***  
***T/TH 1:00am-2:15pm***  
***Strickler Room 208A***

***Instructor: Professor Dana L. Seay***

**Required Texts:**

Rios, Diana and Mohamed (2003). *Brown and Black Communication: Latino and African American Conflict and Convergence in Mass Media*. Greenwood Publishing Group.

Reading Handouts: (Handouts will be provided by your instructor in class or provided through Blackboard)

**Recommended Readings:**

Macek, Steve (2006). *Urban Nightmares: The media, the right, and the moral panic over the city*. University of Minnesota Press.

Sternheimer, Karen (2013). *Connecting social problems and popular culture: Why media is not the answer*. Westview Press.

**NATURE OF THE COURSE**

The Department of Communication offers a liberal arts degree in the study of the process of communication. Our core curriculum consists of six courses and is designed to achieve the department's mission, the essence of which is to acquaint the student with key issues and contexts associated with communication.

The course is an elective that studies communication as it relates to the culture of urban communities. There will be emphasis on the areas of cross-cultural relations, rhetoric and language, media, education/organizations.

***The course will be organized into 5 sections in connection with mediated media:***

- An introduction to urban communication
- Interpersonal communication in an urban environment
- Education communication in an urban environment
- Health in an urban environment
- Technology/Employment in an urban environment.

Each section will have a written assignment which engages the major implications of that section.

## COURSE OBJECTIVES AND OUTCOMES

The major goal of this course will be for students to complete the following:

1. Identify and define terms, theories, concepts, and people pertinent to discussion and understanding of media and urban, rural and suburban environments.
2. Demonstrate understanding of the differences between urban, suburban and rural environments and their populations in key areas ie: interpersonal, health, education, technology, employment.
3. Synthesize course curriculum with today's issues and problems of a particular city
4. Critically evaluate media framing and context of urban , suburban and rural issues

The above will be achieved by close examination of an analysis of communication and identity of African American, Latinos, Women and other marginalized groups. Primary measures of goal achievement will be through critical analysis and written discourse.

## Student and Instructor Communication

### Office Hours

Belknap Campus

Strickler Hall West Side Room 206C

Tuesday 10:00am-11:00am and Thursday by appointment

**(Please note, although I have standing office hours, students still need to send an email or call, so I can be prepared to discuss your situation.)**

Students may also send me an email and I will respond within 24 to 48 hours. You may contact me by phone at the number listed below, please be sure to leave a message.

E-mail: [dana.seay@louisville.edu](mailto:dana.seay@louisville.edu)

Phone: 502-852-2975 **(make sure you leave a message and a number)**

Fax: 502-852-8166

**Please note:** If I am traveling due to research, field work, or conferences, I will announce during class and give ample notice of changes to my office availability.

It is customary and courtesy to address faculty members by Professor or Doctor at the University. Your instructors have advanced graduate degrees which are to be recognized in the academic setting. Referring to your instructor as 'Ms.', 'Mrs.', or 'Mr.' is incorrect and can be perceived as disrespectful. Please do not make this mistake when communicating with your instructors in person or online. For this course, please address the instructor as Professor Seay. Do NOT send correspondence addressed to Ms. or Mrs. Seay as both salutations are incorrect. All email correspondence must be properly addressed to Professor Seay and you must sign your name at the end. I will not answer any email sent to me where I am addressed by my first name, as Ms. Seay, as 'Hey', no greeting or when there is no salutation provided, or where you have not added your name to the end.

## EVALUATION

### Grading Scale:

<u>Total Pts.</u>	<u>Grade</u>	<u>Total Pts.</u>	<u>Grade</u>
500-485	A+	399-385	C+
484-465	A	384-365	C
464-450	A-	364-350	C-
449-445	B+	349-335	D+
444-415	B	334-315	D
414-400	B-	314-300	D-
		Below 299	F

Exams (Midterm and Final: 50 points each)	100 points
“Communication in My City “ CIC (CIC 1 worth 50 points and remaining 4 Assignments worth 75 points each)	350 points
Syllabus Quiz (Blackboard: Due by 11:00pm Tuesday, 8/29)	25 points
Class Participation	<u>50 points</u>
<b>Total points needed</b>	<b>500 points</b>
<b>Total points possible</b>	<b>525 points</b>

### Attendance Requirements

**Regular attendance and preparation are expected.** If you are absent two (2) days (excused or unexcused) it will result in your final grade being lowered by one letter grade. The third (3rd) day of absence will result in your final grade being lowered by an additional letter grade. On the fourth (4<sup>th</sup>) day of absence you will fail the course. Excuses for an absence must be verified with doctor statement or some type of written documentation. If an emergency does arise, I will need to be notified by **a phone call within 24 hours** of the class period **and by e-mail**. Each student is responsible for communicating with me regarding your absence to receive the opportunity to make up work. Due to the number of absences that have been accumulating in the class it is necessary to emphasize an attendance policy for the class. If there are extenuating circumstances that require one to miss class, it is the student’s responsibility to provide (**in a timely manner**) the appropriate documentation, and set up time to discuss your situation with the professor.

## **Things to Remember**

### **Plagiarism:**

Plagiarism or fabrication will result in a failing grade for the assignment and may result in a failing grade for the class. Plagiarism is defined by the following guidelines:

- Copying someone else's work and claiming it as your own, including but not limited to work that is accessed in person, from computer files, or from the internet.
- Paraphrasing someone else's work and claiming it as your own.
- Collaborating excessively with another person and claiming the work solely as your own.
- Cheating on tests.
- Students are advised to become familiar with the **Student Code of Rights and Responsibilities (U of L Student Handbook)** for more Details on this matter.

**Please Note:** Students are strongly encouraged to utilize their own ideas, where applicable, and not copy or repeat the ideas of others without proper citation.

### **Classroom Protocol**

- BE sure to turn all cell phones before coming to class!!! Please put phones on the quiet feature and not the vibrate feature. Computers are not to be used during class unless given permission by instructor.
- ABSOLUTELY NO Text Messaging during class!!

(If the above is not adhered to you will be given a WARNING. On the second offense with one of the above devices, your Professor has the right to take your device for 24 hours. If your device is to be taken on a Friday, you will not receive credit for that day's participation and attendance. On the third offense you will be asked not to return to class.

- If presentations are given during class, students are asked to stay outside until the presenter(s) has finished speaking. A student, close to the door, will be asked to check for those who are waiting in the hall.
- Being late on the day of a presentation will result in a grade penalty. In the case of a group presentation, only the individual who is late will be penalized.

### **Working on other Assignments:**

- ABSOLUTELY NO working on other assignment during class!!

Students will be given a warning when seen working on other course work during this class. The second offense when working on other assignments will result in the Professor dismissing you from class and a zero will be given for that day's in class assignments and participation points. **There will be no exceptions to the above rules.**

**Late or Missed Assignments:**

It is expected that everyone will submit assignments in a timely manner. If there are extenuating circumstances, I will need to know as soon as possible. Your instructor has the discretion to **accept** or **not accept** any late or missed assignments. This determination will be made based on some form of verification and when the student alerted the instructor of her/his circumstance.

Students are expected to complete all assignments by the assigned dates. Assignments will be set to disappear from student view on the assigned due date. If you fail to complete your assignments by the assigned date, you will be deducted one letter grade for each day late (this includes the weekend).

The University approved exceptions are as follows:

- Due to a University-sponsored event (athletics/academic competitions and events) you will be unable to access the online material. You must provide appropriate documentation beforehand to be allowed to qualify for this consideration.
- There is an emergency and you speak to the instructor within 24 hours of the assignment being due. **WORK IS NOT AN EMERGENCY.** Again, you must provide appropriate documentation.
- Observation of a religious holiday.
- Technological difficulties that limit and/or prohibit your access to online learning. **You must provide appropriate documentation.**

Please try to notify me as soon as possible if an emergency, technological difficulty or religious holiday(s) will limit your access to an assignment. Please **DO NOT** try to struggle through an assignment—we can work together to arrange an alternate date and time for you to take the quizzes, turn in an assignment or take an exam.

### **E-mail Accounts:**

Each of you has a U of L e-mail account. This is the account I will utilize for this course. If you have an alternate e-mail account that is preferable, you will want to contact the Information Technology (IT) help desk (852-7997) for assistance to attach your U of L account to your preferred account (e.g. If you prefer your Yahoo account, then my e-mails will automatically go to that account). Everyone needs to send me an e-mail by **11:00pm, Tuesday 8/29** letting me know you are connected to the U of L e-mail system. You are responsible for ensuring this is done, so that you receive information regarding the class. **NOTE:** No late work will be accepted due to your failure to access this account.

**I will not respond** to emails that do not include a greeting and closing, are in texting language, are typed in all caps or varied color. **Black** is the only color used to submit emails and assignments. When using exclamation points, please be advised of the appropriate use of this punctuation.

### **Blackboard:**

You may be asked to submit assignments or take exams using Blackboard. As computer operating systems go, there can be mishaps. When in use it is your responsibility, as the student, to let me know in a timely manner, if you are having problems with the system.

The Delphi Center offers an online help page for Blackboard at <http://delphi.louisville.edu/help/student/>. You can also access the Blackboard student manual at <http://library.blackboard.com/ref/ac6a8266-81e9-423f-a187-6cf4f7a505b7/index.htm>. The University of Louisville completes regular system maintenance on the Blackboard servers. Therefore, Blackboard @ UofL is unavailable during these times: Fridays 10 PM- 2 AM EST, Sundays 1:30 AM – 5:30 AM EST. Please note that **NO** assignments will be due during these times.

If you are having problems with Blackboard or other technologies (including logging into Blackboard, Groupwise email, and/or Ulink), you will want to take the following steps:

Contact the IT HelpDesk (<http://louisville.edu/it/support/helpdesk>). The HelpDesk is available 365 days a year around the clock at **(502)-852-7997** [helpdesk@louisville.edu](mailto:helpdesk@louisville.edu). Do you need help quickly? You can use the **Live Online Support** button (on the left) and receive the help you're looking for in just minutes.

You may contact Linda Leake in the Delphi Center at (502) 852-4332, Monday through Friday from 8:00am-4:00pm, as a last resort. Her e-mail address is [Linda.Leake@louisville.edu](mailto:Linda.Leake@louisville.edu). If you contact her, you will also want to send me a note letting me know you are experiencing problems.

### Assignments:

Some assignments will be located under the Assignment tab in Blackboard. **These assignments will be announced in class.** You will find a folder for the week's assignment and within will be instructions. You will need to click on the folder and then click on the title of the assignment to find the "browse button" to submit your assignment. **All assignments must be WORD formatted** assignment (You may also use the Rich Text Format). For your convenience there is a comment box provided for those who wish to send me a note regarding their assignment. **Note:** this box is not to be used to type your assignment.

When submitting your assignments, please be sure to name your saved document. It should be saved as your **name, and the name of the assignment (ex: Jillian My City 1)**. You will need to use **Times Roman font** and double space with pages numbered. Your margins need to be 1 1/2 inches on all sides. If assignments are submitted without the above information you will lose points. Make sure all assignments have a cover page, (include your name, date and title of assignment) page numbers, and a reference page attached.

If assignments are due in class students are asked to make sure they are typed using **black ink only**. If students have printer difficulties, you are asked to go to Ekstrom Library to print.

**Exams/Quizzes/Exercises:** There will be two exams. Quizzes may be included. I will alert you ahead of time as to which will be required. In the case of your the Midterm and Final, if an exam is not assigned you will have a project to assess your progress. Instructions for either the exam or project will be provided well in advance of the due date to give sufficient time for completion.

Some helpful hints about Blackboard that you won't find in the help files or FAQs:

1. While you are taking a Blackboard quiz, do NOT open a new web browser window or tab. If you do open a new web browser window or tab while taking a quiz, Blackboard will automatically submit your quiz as is. If quizzes are assigned from your readings you will only get one (1) opportunity to take the quiz (with exceptions for internet connection problems, Blackboard server problems, etc. as spelled out in the syllabus). Therefore, you do not want to shut yourself out of the quiz accidentally by opening a new window/tab for Facebook or Twitter.
2. If you are using Internet Explorer 8 or 9, Blackboard may not allow you to correctly submit your quizzes. Please download Mozilla Firefox @ <http://www.mozilla.com/en-US/firefox/upgrade.html?from=getfirefox> and use this browser instead. Firefox is a free browser and has no known issues with Blackboard.

**Journal/Reflections:** If you are assigned a reflection assignment, you will want to follow the format given in the guidelines located in the folder under the Assignment tab in Blackboard.

**Student Resources:**

**DISABILITY RESOURCE CENTER**

The University of Louisville is committed to equal opportunity for all academically qualified students and does not discriminate based on disability. The mission of the Disability Resource Center (DRC) is to coordinate services that ensure that individuals with disabilities have equal access to take full advantage of the University's education, social, and cultural opportunities. For information, please visit <http://louisville.edu/disability> OR Disability Resource Center, Robbins Hall Room 120, Louisville, KY 40292, Phone: (502) 852-6938, Fax: (502) 852-0924. *If you have a documented disability and wish to discuss academic accommodations, please contact the DRC as soon as possible.*

**WRITING CENTER**

This course requires students to submit written assignments, therefore, students are strongly encouraged to utilize the University Writing Center. To improve your writing skills for this course or other courses, the Writing Center offers face-to-face consultations, synchronous one-on-one consultation online, and email consultations in which consultants respond in writing to students texts. All options are accessible from the "Make An Appointment" link on the center's homepage: [www.writingcenter.louisville.edu](http://www.writingcenter.louisville.edu).

## **“COMMUNICATION IN MY CITY”**

At the beginning of the term, each student will select a city to research throughout the semester. In each section of the course, you will be asked to provide information about that city as it relates to the course material.

You will select one of the top thirty largest urban areas in the United States and do one written report per section regarding communication patterns of marginalized groups. The first My City assignment will be worth 50 points and the remaining four (4) will be worth 75 points for a total of 350 points. Below is an address to the website that list the top thirty cities in the United States (you will need to copy and paste the link into your URL:

[http://en.wikipedia.org/wiki/List\\_of\\_United\\_States\\_cities\\_by\\_population](http://en.wikipedia.org/wiki/List_of_United_States_cities_by_population)

Each person is asked to select a city, except Louisville, and submit their selection in the Discussion Board forum titled “My City.” Only one person per city and students will be given the opportunity to request a city on the first day of class.

Each of these assignments needs to be at least 3-5 pages in length (depending on the requirements of the assignment), typed, double-spaced and in 12 pt. font. The page length does not include charts, graphs, pictures or the bibliography included in your paper. Your instructor will announce when these assignments are due and whether they are due through Blackboard or in class. Also, your instructor will specify the page length for each when assigned. You will receive more detailed instructions for each of the “My City” assignments as they are due.

### **Below are examples of some of the brief descriptions of past Communication in my City (CIC) assignments. Further details will be given and explained in class :**

**CIC 1-** Collect demographic data on your city broken down by gender, class, religion and/or sexual orientation. Find out when your city was incorporated and discuss what was taking place in your city during the eras mentioned in your Macek text. This will require looking at Census data along with pulling up periodicals (newspapers, magazines or research articles).

**CIC 2-**Collect data on at least three racial groups. Utilize information from the Macek chapters to discuss migration of racial groups along with other demographic data broken down by race in your city (e.g. how many businesses are owned by a particular racial group; how many are in poverty; who owns a home; number of single parent versus two parent homes and number of children per household; number incarcerated and separate by gender).

**CIC 3-** Pick a media problem in the city you are studying similar to the ones in chapters 5-12 in Rios and Mohamed (i.e. lack of representation of different social groups on news programs.(ch.7)) Research how this effects two of the three demographic groups you chose in CIC 1 for the city you are studying. These two groups will be the groups you will work with for the remainder of the semester.

**CIC 4-** Research and describe in detail a major education difference or controversy in the city you are studying that involves at least two demographic groups you have been studying. Now analyze the effect this difference or controversy in education has on each group. Use evidence to support your arguments.

**CIC 5-** Details for this assignment will be announced.

Weekly Schedule  
Fall 2017

Course Introduction

Week 1      *(August 22-August 24)*  
Syllabus; Course Expectations; Course design, Introductions  
Read Macek Chapter 1 for Tuesday 8/29/2017

Section 1: Urban Communication

Week 2      *(August 29-August 31)*  
Introduction  
Macek: Chapter 1  
Carey Article-Communication as Culture  
(Article will be provided by Instructor)

Week 3      *(September 5/September 7)*  
Macek Chapter 2  
Reading Assignment: Handouts

\*\*Due: Communication in my City assignment #1  
Thursday 9/7/2017

Week 4      *(September 12/September 14)*  
Readings TBA

Week 5      *(September 19-September 21)*  
Readings TBA

Week 6      *(September 26/September 28)*  
Readings TBA

\*\*Due: Communication in my City assignment #2  
Thursday 9/28/2017

Section 2: Cross Cultural Communication in an Urban Setting

(During the second portion of the semester group presentations will begin)

Week 7      *(October 3/October 5)*  
Reading Assignment: Rios: Foreward, Preface, Introduction,  
  
Midterm (Will cover everything from Week 1-Week 6)  
Thursday 10/5/2017

**Week 8**      *(October 10/October 12)*  
**Reading Assignment: Rios Ch. 1-2 pp. 1-25**  
**Reading Assignment: Rios, Ch. 3,5-7, pgs. 57-91**

**Section 3: Advertising in the Urban Setting**

**Week 9**      *(October 17/October 19)*  
**Readings: Rios, Ch. 8-10, pp. 93-142**  
*Due: Communication in My City Assignment #3*  
*Thursday 10/19/2017*

**Week 10**     *(October 24/October 26)*  
**Readings: TBA**

**Week 11**     *(October 31-November 2)*  
**Reading Assignment: Rios Ch. 11-12, pp. 145-173**

**Section 4: Education in an Urban Setting**

**Week 12**     *(November 7-November 9)*  
**Reading Assignment: Rios, Ch. 13-14, pp. 177-201**

**Week 13**     *(November 14-November 16)*  
**Reading Assignment: Rios, Ch. 15, pp. 203-215**  
*Due: Communication in My City Assignment #4*  
*Thursday 11/16/2017*

**Section 5: Technology and the Urban Setting**

**Week 14**     *(November 21/November 23)*  
**Reading Assignment: Handouts**

Week 15

*(November 28/November 30)*

**Final Exam: Will cover everything from week 7-week 15)**

**Thursday 11/30/2017**

*Due: Communication in My City Assignment #5*

**(This assignment will be due by 11:00pm Wednesday December in Blackboard)**

**NOTE: Students are required to complete 4 out of 5 My City assignments.**

**\*\*My City Assignment is REQUIRED for all students.**

***NOTE: The above information may be modified at the discretion of the Instructor. Unless revised, it will be followed as written. When possible, to compliment the information listed, there will be material covered that is not listed above or in your text. You will be given prior information and notice regarding this information, when applicable.***