

**COMM2540 Introduction to Communication Technology**  
Summer 2012

Lecture: Page Hall 0010  
MWF 2:15-4:05p

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*Please include the "Comm2540" in the subject line*  
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**I. Rationale and objectives**

Technologies of communication are evolving rapidly, and with these changes come dramatic shifts in human communication practices. Although some differences are more obvious than others, no type of communication is untouched. From chatting with someone far away to watching a favorite TV show, the interactions that make up our daily life are increasingly flexible. We have more choice about when we engage in these activities, who we communicate with, what information we consume, and how much information we exchange. We live in a world in which text messaging (think IM or SMS) and video conferencing are as easy as a phone call, in which your location can be published on the web in real time, and in which a blogger's take on the events of the day are read by millions of people around the globe. Understanding these capabilities won't let you predict the future, but it will help you understand and make choices about the world you live in today.

***Specific Learning Objectives:***

At the end of this 7-week class, you should:

- Have a basic understanding of the capabilities and underlying operation of a wide spectrum of contemporary communication technologies,
- Have skills for thinking about new communication technologies, both in terms of how to use them and how they work,
- Recognize some of the social and technical forces that interact to shape the evolution of communication technologies.

**II. Format and Procedures:**

Most class sessions will include a mix of activities, primarily lectures, demonstrations, and interactive exercises. We will typically begin with a brief review of the previous lecture's topics, and will end with a preview of what is coming next. My aim is to give you every opportunity to actively participate in the classroom. (More about this below.)

To be successful in this class, you will also need to engage in some self-directed learning. There are too many technologies—and too many of you—to offer hands-on instruction for using every communication system that we will talk about in this class. My goal in the classroom is to introduce you to a variety of

technologies, with an emphasis on underlying concepts and principles. At the same time, I want you to have first-hand experience using some of these technologies. To make sure this happens, you will have a series of assignments that require you to figure out how different services work. To do this, you'll need to rely on the resources available to you, including instruction manuals, help files, FAQs, and the OSU Digital Union (<http://digitalunion.osu.edu/>). You'll have several choices for each assignment, so if there's a technology that if you can't figure out, you can always move on to another.

### III. Course Requirements:

#### 1. Quizzes and Class Attendance (10%):

Class attendance is required. The class moves quickly, with new topics each day, and the lectures and classroom examples will not just be a repeat of the text. Attending class is an important part of the learning process, and as such it will be worth a certain percentage of your final grade. Obviously, there are many reasons that students sometimes miss class, from sickness or family emergency to late nights, looming deadlines, and a strong desire for a day off. Therefore, everyone can miss up to two classes (including sick days) without penalty, no questions asked. If you anticipate for some reason missing more than two class sessions over the summer term, you **MUST** communicate this with me in advance.

Attendance will be taken each class period in one of two ways, assigned to a day at random:

- a. **Reaction Papers:** Once per week you will be asked to write for one full minute an answer to a question I pose at the end of class.
  - a. Your writing will not be graded (e.g., misspellings, penmanship, grammar).
  - b. I will use this short reaction paper to take the pulse of the class on certain topics as well as for attendance.
  - c. Please be prepared to use a sheet of paper and a pen while in class for these papers.
  
- b. **Pop Quizzes:**
  - a. There will be two quizzes per week without an exam, one quiz per week of an exam.
  - b. According to the calendar, we will have 12 quizzes. Your lowest two quizzes will be dropped. The remaining 10 quiz grades will make up 10% of your grade.
  - c. If you have an excused (e.g., doctor's note, official university function, documented death in the family) on a quiz day, I will determine the best way for you to make up the points. I will not make similar accommodations for unexcused absences.
  - d. Quizzes will be 3-5 questions. All quiz material will come from the text you were to read for class that day. At least one question from one of the quizzes will make their way onto the exams. You will be provided answers for the quizzes after all papers are collected.
  - e. Please be prepared to use a sheet of paper and a pen while in class for these quizzes.

#### 2. Course readings:

There is one required textbook for the class, and there will be a few required readings posted on Carmen. I have a copy of this text and will make it available for review DURING my office hours only. The textbook will not leave my office.

Grant, A.E., & Meadows, J.H. (2010). Communication Technology Update (12<sup>th</sup> Ed.) Focal Press: Burlington, MA. ("CTU" on schedule)

If you are interested in learning more about any of the topics that we discuss, there are also a number of fairly reliable sources of technical information online. Here are a few that I use most often:

HowStuffWorks:	<a href="http://www.howstuffworks.com/">http://www.howstuffworks.com/</a>
Wikipedia:	<a href="http://en.wikipedia.org/">http://en.wikipedia.org/</a>
TechWeb's TechEncyclopedia:	<a href="http://www.techweb.com/encyclopedia/">http://www.techweb.com/encyclopedia/</a>
Answers.com	<a href="http://www.answers.com/">http://www.answers.com/</a>
Lynda.com (via the Digital Union)	<a href="http://digitalunion.osu.edu/">http://digitalunion.osu.edu/</a>

Please be aware that although I use these sources regularly for general technical information, and consider them to be quite trustworthy, the content can change and the entries may sometimes contain errors. Cross checking the information you find is strongly encouraged.

### 3. Course work:

- a. Out-of-class assignments (40%, 10% per assignment)
  - a. You are required to complete **four** out-of-class projects this term. These assignments are intended to be a learning tool. With these exercises I am less interested in testing what you've learned from the class and more interested in giving you an opportunity to develop new skills and to reflect on the implications of the technologies that you are using.
  - b. More information about these assignments, including detailed assignment sheets, is available on Carmen. If you need help figuring out a technology, you should consider the going to the Digital Union (<http://digitalunion.osu.edu/>) located in the Science Library.
  - c. I will provide a rubric for each writing assignment to assist in your writing. Please reference my "Tips for Writing" presentation as well. Conversational style has its place in academia, but you must be mindful of the purpose of your essay.
- b. Exams: There will be two midterm exams (worth 15% each) and a final (20%).
  - a. The midterms will cover all class material introduced prior to the exam.
  - b. The final will be a comprehensive exam, covering all the topics of the course.
  - c. You should be prepared to answer multiple-choice and short-answer questions on both exams.
  - d. I will provide review sheets prior to each exam.

Sometimes students find that they have difficulty translating material from the lectures and reading into a more general understanding of the course material. Exam scores suffer when this happens. Although the exams do use multiple-choice questions, you are unlikely to do well if you just memorize the examples given. Instead, you need to be able to apply principles covered in the class more broadly.

#### IV. Grading Procedures:

Grades will be based on:

Attendance & Quizzes	10%
Out-of-class assignments (4 at 10% each)	40%
Midterm exam #1	15%
Midterm exam #2	15%
Final exam	20%

#### V. Additional Resources:

If you are struggling to be as successful as you would like, and meeting with the instructor or the TAs isn't enough, I encourage you to explore other support resources on campus.

- Walter E. Dennis Learning Center (<http://all.successcenter.ohio-state.edu/>). This is a free service available to all OSU students with a proven track record for helping students succeed in college.
- The Writing Center (<http://cstw.osu.edu/writingcenter>). This may be the last time in your life that you have easily accessible, free help available for your writing skills—use it. Being a good writer will give you an advantage in every walk of life, and if you are a Communication major, it is expected.
- Strunk & White's *The Elements of Style*. If you are uncertain of what constitutes good writing, this classic book is very straightforward and extremely helpful. The advice and direction offered in this book applies to writing in all fields. Find it at the campus bookstore or at a used bookstore for cheap.
- *The American Psychological Association (APA) Style Manual*. For those of you pursuing a degree in social science, this book is what will dictate many of the expectations for your research writing. It includes guidelines on citations, formatting, tone, etc. APA style will be required for assignments submitted in this class.

#### VI. Academic Integrity

The term “academic misconduct” includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations (see below for more detail). Academic misconduct on any assignment will result minimally in receiving a zero on that assignment and may also lead to further disciplinary action. Penalty for violation of this Code can also be extended to include failure of the course and University disciplinary action.

Each student in this course is expected to demonstrate academic integrity and to abide by the Code of Student Conduct ([http://studentaffairs.osu.edu/resource\\_csc.asp](http://studentaffairs.osu.edu/resource_csc.asp)). For this course, *academic misconduct* includes (but is not limited to):

- Use of someone else's ideas or expression (e.g., writing) without proper acknowledgment of the source. Proper acknowledgment (e.g., citation, quotation, footnote) should make clear both the **extent** and **nature** of the use. If you have used someone's exact words, you should use “quotation

marks” as well as a (citation). If a large portion of your writing uses another person’s ideas, argument structure, or narrative form then you should make clear where the “borrowing” begins and ends. Note that *paraphrasing* someone, summarizing their *arguments*, or using their *ideas* are all plagiarism if the source is not acknowledged. Plagiarism is more than just using someone else’s exact words. Also, be aware that “someone else’s ideas” here includes text books, articles, web pages, your professor’s notes, your roommate’s assignment from another class, and *anything else other than your own ideas and your own writing*. There is no outside source that it is OK to use without citing.

- Exchanging information with another individual during a test, quiz, or examination is clearly academic dishonesty, as is the use of any materials not permitted for the exam.

In this class, cooperation is strongly encouraged, but any work submitted by a student for academic credit must be the student's own work. You are encouraged to study together and to discuss information and concepts covered in lecture with other students. You can give "consulting" help to or receive "consulting" help from such students. However, cooperation should never involve one student having possession of a copy of all or part of work done by someone else, in the form of an e-mail, an e-mail attachment, a flash drive, or a hard copy.

It is your responsibility to be aware of the rules of academic dishonesty—ignorance is not a defense. ***When in doubt, consult your instructor before doing anything about which you are uncertain.*** You should also read through the “Ten Suggestions for Preserving Academic Integrity” available at <http://oaa.osu.edu/coam/ten-suggestions.html>.

## VII. Accommodations for students with disabilities

I am available to discuss appropriate academic accommodations that may be required for students with disabilities. Requests for academic accommodations are to be made during the first three weeks of the semester, except for unusual circumstances. You can also contact the office for disability services at 292-3307 in room 150 Pomerene Hall to help coordinate reasonable accommodations (telephone 292-3307, TDD 292-0901; <http://www.ods.ohio-state.edu/>). The elevator that provides disability access to Derby Hall is temporarily out of service. It is expected to be back in service August 30, 2012. If you have questions about access contact the university ADA Coordinator at [lissner.2@osu.edu](mailto:lissner.2@osu.edu) or (614) 292-6207

**I reserve the right to modify this syllabus at any point during the quarter. Modifications will be posted on Carmen.**

## IIX. Participation in research studies

The School of Communication is implementing new procedures in recruiting participants for research studies beginning Summer 2012. As these new procedures begin, I will discuss how participating in research projects can earn you extra credit, up to 3% of total course points. This will be discussed in class and posted on Carmen.

	Date	Topics	Reading	Due
1	M 6/18	Introduction Brief history of technology Writing for success	Syllabus CTU Chapter 2	
2	W 6/20	Adoption patterns Technology policy	CTU Chapters 3 & 5 SCOTUS GPS Ruling	
3	F 6/22	Analog Communication fundamentals	Whitehouse: eMedia	
4	M 6/25	Digital communication fundamentals	Negroponete: Bandwith	ESSAY 1
5	W 6/27	Transmission media	Goleniewski: Transmission	
6	F 6/30	Computers & computer networks	CTU Chapter 13, 21 HSW: " <a href="#">RFID</a> "	
7	M 7/2	MIDTERM #1		
	W 7/4	OSU CLOSED – INDEPENDENCE DAY		
8	F 7/6	Internet	CTU Chapter 19 HSW <a href="#">Internet Infrastructure</a>	
9	M 7/9	World Wide Web	CTU Chapter 19 " <a href="#">What they know</a> ," " <a href="#">Bed Intruder</a> "	
10	W 7/11	Text-based communication: Email, IM/SMS, blogs/CMS, Twitter	Roberston: CMS HSW: " <a href="#">Email</a> ," " <a href="#">IM</a> ," " <a href="#">Blogs</a> ," " <a href="#">Google Docs</a> "	ESSAY 2
11	F 7/13	Text-based communication: Social Networking Sites	CTU Chapter 20 PDFs: "Facebook Row," "Job seekers" "Rob me"	
12	M 7/16	Text-based communication: e-commerce, recommenders	Brown: eCommerce Saleem: Collaborative Filtering HSW: <a href="#">PayPal</a> ; <a href="#">Netflix</a> PDFs: How Target; Rethink Google	
13	W 7/18	MIDTERM #2		
14	F 7/20	Radio: AM, FM, HD, Satellite, IP	CTU Chapter 10	
15	M 7/23	Telephony: analog, digital, VOIP	CTU Chapter 18	ESSAY 3
16	W 7/25	Telephony: mobile	CTU Chapter 18 HSW: <a href="#">GPS</a> ; " <a href="#">Lost Phone</a> " PDFs: "Cancer Cells" "Mobile computing"	
17	F 7/27	TV: Broadcast, cable, satellite, interactive, time- and location-shifting	CTU Chapters 7, 8, 9 <a href="#">Placeshifting</a> ; <a href="#">Amazon VOD</a> ; <a href="#">Boxee.TV</a> ; <a href="#">Slingmedia.com</a>	
18	M 7/30	Video Game basics	CTU Chapter 14	
19	W 8/1	Virtual Reality	PDFs: Virtual Reality	
20	F 8/3	Final exam review		ESSAY 4
	M 8/6	FINAL EXAM 2p-3:45p		