

Syllabus LBSS3000

History of Communication, Culture and Technology

National Labor College

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Welcome to the History of Communications course. On the course start date, you may access the course on the NLC Blackboard system – <http://nlc.blackboard.com>. If you are a new student, a Blackboard username/password should be provided to you by the start date. If you do not receive a username/password by the course start date, then email onlinesupport@nlc.edu. Check the Assignments section of the Blackboard course for your first assignment and due dates.

Instructor

Instructor: Robert Morriss

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Course Overview

Course Rationale

Why does a new communication medium – the alphabet, printing, broadcasting, the Internet – come into being? What impact does it have on the media that precede it? How does a new medium exert influence on the everyday life of society? And how, in turn can society and culture influence media practices?

Description

This course provides an overview of the history of communications. The course explores how we have used media and technology to communicate from social, economic, political, and cultural perspectives. Topics include terms used to describe and explain communications, a history of communication, technological advances and the relationship between technology and culture. The course satisfies a social science general education requirement.

Delivery and Communication

The History of Communication course is part of the National Labor College's degree program and delivered completely online. There are assigned readings and/or exercises during each week of the class. Class discussions correspond to the weekly assignments. Students correspond with the instructor and each other via e-mail, a discussion room and class wiki.

Prerequisites

Students should have basic skills using a computer including using word processing and browsing the Internet. Students need a personal e-mail address in order to send and receive email.

Objectives

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

- Be literate with issues of communication in history.
 - Understand terms used to describe communication media.
 - Summarize the historical development of communication technologies.
 - Identify new trends in the development of communication technology.

- Think critically about the role of communications in culture and society
 - Discuss how culture influences the use of technology.
 - Discuss the impact of communication technologies on culture.
 - Discuss social changes in transitioning from an industrial society to an information society.

- Communicate effectively
 - Participate in online discussion boards.
 - Collaborate with classmates on projects.
 - Successfully convey ideas and arguments in writing.

- Be proficient with the use of today's communication technology, including:
 - E-mail
 - Wikis
 - Web sites
 - Discussion groups
 - Collaborative software

Course Material

Required Computer Equipment

Students will need the following computer equipment:

- A computer with access to the Internet
- An e-mail address
- Anti-virus software
- Microsoft Word or compatible word processing software

The college will provide access to Blackboard software over the Internet.

Required Texts

Communication in History – Technology, Culture, Society (5th Edition). David Crowley and Paul Heyer. Pearson Education, Inc. Boston. 2007.

Course Agenda

Weekly Topics

1. Introduction to the course
2. The Changing Media
3. The Media of Early Civilization
4. Tradition of Western Literacy
5. Using a Wiki (2 weeks)
6. The Print Revolution
7. Electricity Creates the Wired World
8. Image Technologies and the Emergence of Mass Society
9. Radio Days
10. TV Times
11. New Media and Old in the Information Age (2 weeks)
12. Online quiz

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Course Requirements

Assignments and Due Dates

You are assigned readings the week prior to the period a topic will be discussed. So, in the first week, you are assigned to read the Changing Media reading. In the second week you will participate in a discussion of The Changing Media reading. You must post on the first day of the discussion period. The discussion board will be available early for those who can not post the first day.

- Participate in discussion boards
 - weekly participation required
 - post your answers and respond to the postings of others
- Contribute to the class wiki
 - personal wiki page
 - 7 entries of historical events
 - 2 contributions to another student's entry
- Quiz – due on the last week of class
 - subject – terminology and concepts from each unit
 - multiple-choice and short answer

Lessons and assignment details are posted online. You should become familiar with the assignment dates to determine when materials are due and adjust your study schedule accordingly.

Evaluation

Your evaluation will be based on completion of the following activities:

1. Participate in discussions throughout the course (30%).
 - a. Your participation in discussion boards is evident by the thoughtfully crafted responses and questions that you post. Not posting messages is the equivalent of being absent.

- b. Post your responses to questions in the first few days of the discussion period. Maintain a conversation by continuing to respond to classmates throughout the discussion period.
 - c. Students are expected to respond to the posts of fellow students, as well as post their own direct answers to discussion questions.
2. Create a personal wiki page and seven wiki entries on historical communication events. Add to the historical events of two other students (50%). The seven entries are to include
 - a. 175 - 225 word entries
 - b. Date of the event
 - c. Brief description of the event
 - d. Significance of the event
 - e. Two references or links where you gathered information
3. Complete an online quiz (20%)
 - a. Subject – terminology and concepts from each unit
 - b. Multiple-choice and short answer questions

Deductions will be made for assignments (up to one letter grade) with due dates that are not submitted when due. All assignments must be submitted by the end of the course.

See detailed information about assignments on the Blackboard course site.

Grading Scale

A	92 – 100 %
A-	90 – 91 %
B+	88-89%
B	82 – 87 %
B-	80-81 %
C+	78-79 %
C- to C+	72 – 77 %
C-	70-71 %
D	60 – 69 %
F	Below 60 %

Course Policies

Discussion Group Guidelines

When using the Blackboard discussion room keep the following in mind:

- Review the discussion threads thoroughly before entering the discussion. Read than discuss.
- When responding to others, maintain threads by using the "Reply" button rather than starting a new topic.
- When starting a new topic choose a subject line that will identify the topic of your post to other students.
- Respond in a thoughtful and timely manner.
- Be positive and constructive in group discussions.
- Do not make insulting or inflammatory statements to other members of the discussion group. Be respectful of the ideas of others.
- Be cooperative with group leaders/members in completing group tasks.

Late or Missed Assignments

Deductions will be made for assignments (up to one letter grade) that are not submitted when due. All assignments must be submitted by the end of the course.

Extensions

You are encouraged to complete the course within the time period allotted. If you need an extension, please send an e-mail explaining your reasons. Extensions may be granted provided you have shown reasonable effort in completing as many assignments as possible.

Plagiarism

Plagiarism is not tolerated at the National Labor College. You are responsible for reading the rules on plagiarism and making sure that you properly cite all sources – including personal conversations with others – in your written work. You must give proper credit to any ideas that are not your own.

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