

**Introduction to Communication**  
**COMM 1001/Section 5/Fall 2006/3 credits**  
**Lectures: Tuesday/Friday 9:20-10:35**  
**Brownson 128**

**Instructor:** Christine Dehne

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**Office Hours:** Tuesday/Friday 11:00 – 2:00

**Office Location:** Tenny Hall Room 4-5

**Online Information:** <http://blackboard.mville.edu/>

**Course Description**

We are constant creators and consumers; without even being conscious of it we communicate. This course will begin with an examination of several theoretical models of communication. We will look at the roles that mass media have historically played in our lives and how these roles change due to factors such as new technology, economics, and politics. By examining our roles as senders and receivers we will explore how messages from media institutions, social organizations, corporate entities, and others reach us. We will also discuss what the social, legal, and ethical impacts of these messages are.

Note: This class is required for the minor in communication. It also counts as a "social science" course in meeting college distribution requirements and is a prerequisite for many other communication courses.

**Course/Learning Objectives**

1. Students will learn the basic concepts of communication theory and be able to define basic terminology
2. Students will learn about and be able to define both interpersonal and machine-assisted communication
3. Students will learn about the mass media and be able to speak about the ways in which mass media has/is changing
4. Students will develop active, critical listening and assessment skills by participating in classroom discussions and through the completion of tests and writing assignments

**Required Text**

Joseph R. Dominick. *The Dynamics of Mass Communication: Media in the Digital Age*. 9th Ed.

Supplemental materials will also be provided. You are responsible for knowing any handouts, films, TV shows or other audio/video "texts" presented—these will be on your tests!

**Attendance/Class Participation**

**Attendance is mandatory.** If you miss more than **4 classes** you will get an **F in Participation** for the course. If you miss more than **8 classes you will fail the course**. This class meets 28 times (not counting the final). I do not distinguish between excused and unexcused absences. The four allowed absences are to cover any sicknesses, family emergencies, sports events, or religious observances that might arise during the semester. Because after four absences you lose the participation portion of the grade, you should be extra cautious before you decide to miss a class. **No exceptions will be made** to these rules. Absence is not an excuse for coming to the next class unprepared. You must contact a classmate or the Professor to find out what you missed. Habitual lateness will also reduce your grade.

**Assignments**

Reading should be completed on time so that you can participate in class discussions. You will take a midterm exam as well as a final. Two short written assignments are also required. Further details will be discussed in class as the semester progresses.

### **Grading Breakdown**

Attendance/Participation	30%
Exams	40%
Written Assignments	30%

### **Class Rules**

1. All cell phones, beepers, text messaging and the like must be turned **OFF**.
2. Students are required to complete readings to prepare for the next class.
3. No disrespect of any kind, toward any one will be tolerated.
4. Students are required to bring textbook and appropriate note taking materials to each class session.
5. Oral participation in class is mandatory and counts toward your attendance/participation grade.
6. No make-up exams will be given without prior notice.

### **Late Work**

Late work will be marked down. **For every class meeting the project is late you will lose a full grade.** So, if the project was due on Tuesday and it would have been an A, you will receive a B if you turn it in that Friday.

### **Disability Statement**

If you believe that you have a disability that may warrant accommodations in this class, I urge you to notify me immediately so that together we can work to develop methods of addressing needed accommodations in this class. You also must contact the Academic Dean's office. Karen Steinmetz is the contact person.

### **Academic Misconduct**

Plagiarism, cheating and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct either directly or indirectly through participation or assistance, are immediately responsible to the instructor of the class. In addition to other possible disciplinary sanctions that may be imposed through the regular instructional procedures as a result of academic misconduct, the instructor has the authority to assign an F or a zero in the course.

**Course Schedule** (may be revised, with warning, throughout semester)

**Tuesday August 29– class 1**

Introduction to class and to one another  
Syllabus review and course expectations

*For next class:*

Buy book

**Friday September 1 – class 2**

Models of Communication (Shannon & Weaver et al.)

*For next class:*

Read Chapter 1

**Tuesday September 5 – class 3**

Media Ownership in US

*For next class:*

Read Chapter 2 pages 28 – 43

Read excerpt from Rich Media, Poor Democracy (available on Blackboard)

**Friday September 8 – class 4**

Media Ownership in US and beyond

*For next class:*

Read Chapter 3

**Tuesday September 12 – class 5**

Media Filters

*For next class:*

Read Chapter 17

**Friday September 15 – class 6**

Reading the Media

*For next class:*

Read Chapter 15

Read “Reading the Media” excerpt from Media Studies: the Essential Resource (Blackboard)

Assignment: first writing assignment given – due 9/29

**Tuesday September 19 – class 7**

Reading the Media

*For next class:*

Read Chapter 16

**Friday September 22 – class 8**

News Reporting

*For next class:*

Read Chapter 12

**Tuesday September 26 – class 9**

Newspapers and Magazines

*For next class:*

Read Chapter 4 and Chapter 5

**Friday September 29 – class 10**

First Writing Assignment due  
Screening of Citizen Kane

*For next class:*

Read “Orson Welles and the Modern Sound Film” from [A History of Narrative Film](#) (Blackboard)

**Tuesday October 3 – class 11**

Screening of Citizen Kane

*For next class:*

Read: “Glass Houses” from Slate Magazine (Blackboard)

**Friday October 6 – class 12**

Discussion of Citizen Kane

*For next class:*

Read Chapter 18

**Tuesday October 10 – no class – Monday schedule due to Columbus Day Holiday 10/9**

**Friday October 13 – class 13**

Social Effects of Mass Communication

*For next class:*

Study for Midterm

**Tuesday October 17 – class 14**

**Midterm Exam**

*For next class:*

relax

**Friday October 20– class 15**

Film

*For next class:*

Read Chapter 9

**Tuesday October 24 – class 16**

Film

*For next class:*

Read: “Hollywood Zooms In on a Post-9/11 World” from the Washington Post (Blackboard)

**Friday October 27 – class 17**

Film

*For next class:*

Check out [http://www.brandchannel.com/brandcameo\\_films.asp](http://www.brandchannel.com/brandcameo_films.asp) to learn about Product Placement

**Tuesday October 31 – class 18**

Radio

*For next class:*

Read Chapter 7

**Friday November 3 – class 19**

Radio & The Future of Radio

*For next class:*

Read: “Podcasting and the Future of Radio” from Robin Good’s Latest News (Blackboard)

Assignment: second writing assignment given –due 11/21

**Tuesday November 7 – class 20**

TV

*For next class:*

Read Chapter 10

**Friday November 10 – class 21**

TV & the Future of TV

*For next class:*

Read: “Mass Communication and Para-Social Interaction” by Horton and Wohl (Blackboard)

**Tuesday November 14 – class 22**

Advertising and PR

*For next class:*

Read Chapter 13

Read “Young People and the Media” series from NPR (Blackboard)

**Friday November 17 – class 23**

Advertising and PR & the Future

*For next class:*

Chapter 14

Read the discussion of the GOP Voter Vault from NPR (Blackboard)

**Tuesday November 21 – class 24**

Second Writing Assignment due

New Media

*For next class:*

Read Chapter 11

**Friday November 24 – no class – Thanksgiving Break**

**Tuesday November 28 – class 25**

Interpersonal Communication

*For next class:*

Read: “How Not To Be the Ugly American” from Debra Alban, CNN (Blackboard)

**Friday December 1 – class 26**

Nonverbal Communication

*For next class:*

Test your own ability to read nonverbal cues at: <http://nonverbal.ucsc.edu/>

**Tuesday December 5 – class 27**

Small Group Communication

*For next class:*

Look through your notes and make sure you don’t have any questions.

**Friday December 8 – class 28**  
Review

**Tuesday December 12 – Final**  
**Don't be late!**