

**Loyola University Chicago**  
**COMM\_175-205**  
**Intro to Communication**  
**Fall 2020**  
**Online via Zoom 1130a-1245p Central Time**

**Instructor:** Randy Minkoff

**E-mail:** [rminkoff@luc.edu](mailto:rminkoff@luc.edu) (. Remember to include your name and the course on your subject line. Please use your Loyola e-mail account when sending e-mails.) For best and quickest replies, direct e-mail is strongly recommended over contacting via Sakai or other e-mail options.

## **COURSE DESCRIPTION**

This course is designed give an historical background and current scenarios as to the various types of communication, from early civilization speech to today's social media. How each sector of communication influenced history and culture, specifically how we live and rely on it today. An examination of why some elements thrived and then failed, becoming nearly obsolete.

It is extremely important that you are aware of current news stories and trends as a part of the class. This course will review the history of speech, marketing, advertising, music, print, radio, television and internet communication. But it will also place a heavy emphasis on current events and media trends and how they impact social. You should use a variety of news sources – daily newspaper, weekly magazines, websites, blogs, radio and television news, to learn how communication impacts us today. Class discussion is an integral part of the class as many editing situations are subjective.

With that in mind, consider this syllabus as a general tool, **SUBJECT TO CHANGE**, depending upon news events and trends and of course elements related to Covid19.. Journalism is adaptation and do not view this overview as a class schedule that is etched in granite.

## **GRADING**

For most assignments you will receive a letter grade: A(excellent), B(very good), C(average), D(poor),m F(automatic for any incomplete assignments). Your grades are based upon demonstrating a good grasp of the concepts and techniques, and the impact of communication on society. Several quizzes reviewing material covered in class will be given. In some isolated cases you will receive a 'complete' for an assignment; I will be very clear up front about grade expectations for each project. You may and are encouraged to ask about progress you are making during the term either in person or via e-mail. There will also be a final exam and final research project to be completed.

**ABSENCES:** All assignments are due at the assigned deadline time: papers turned in after deadline will be graded down accordingly. Even though we are online it is important to have communication with me if you have to miss a class for any reason. Please notify me whenever possible **AHEAD** of time so I can arrange to get you the proper materials covered in class.

**READING MATERIALS:** There is **NO** formal textbook for this class, but the AP stylebook is an essential purchase as that will be the template for grading any essays or reports during the term.. Materials will be provided via power point and handouts. Videos plan a critical role in the discussion of the various aspects of communication which is why it is important to attend either in person or online.

## **IMPORTANT NOTES:**

1. We will start on time; lateness is highly discouraged. You will receive a Zoom invite via your Loyola e-mail approximately five to 10 minutes before the scheduled start of the class.

2. Even though we are online, classroom discussion and participation will be a part of the course – feel free to voice an opinion on any subject and back it up with facts. This is also a current events class and we often will discuss the news of that particular day. As a result I am encouraging you to refrain from keeping your video setting to “private” to allow me to call on you to hear your views on communication subjects.
3. This is also an OPEN NOTE class, meaning you may refer to notes you take during the class for all quizzes and exams.
4. All assignments are due on the day they are listed either through direct e-mail or Sakai and will be returned to you the same way.
5. All assignments and handouts will be posted on Sakai AFTER class but it is not to be considered a substitute for missing class as we amplify what is written during in class discussions.
6. If you miss a quiz, you may NOT make it up, with the exception of an excused absence. Quizzes will be distributed via email AND Sakai, usually at the start of class with a pre-arranged time limit. Some quizzes may be given midway through a class and the same procedure will be in effect.
7. Don’t ever hesitate to ask me for clarification or direction at the time the assignment is given. Don’t wait until the last minute to ask questions about what the assignment requirements are; if you do have ANY questions about any assignment or discussion, feel free to EMAIL me immediately and I will effort to get back to you ASAP. .
8. There will be considerable use of video in the class; because of the streaming limitations they will not be available UNLESS you have an excused absence given to me BEFORE class. Students who miss class without notification will have to get material on the videos and discussion from a classmate. Students with excused absences can arrange with me to have videos send via One Drive upon request.
9. ALWAYS be honest with me and with your work. Plagiarism is a serious offense and will not be tolerated.

**TENTATIVE SCHEDULE (Subject to change because of the nature of current events and issues that may come up during the semester)**

**Week 1: Course introduction; communication challenges facing today’s society. Aug. 25-27**

Overview of the semester; evolution of communication fields from origins to today. Major issues facing communication the pandemic to Black Lives Matter. Explanation of quizzes, papers and midterm/final exams. How COVID 19 has impacted communication/media in today’s world.

**Week 2: The telegraph, phone and smart phone. (Sept. 1-3),**

How early America communicated with one another; technological advances and how it affected communications.

**Week 3: Print (Sept. 8-10)**

Pamphlets to blogs, how ideas and concepts were conveyed to the public via print communications. Newspapers, magazines and internet sites.

**Week 4: Photography. (Sept. 15-17)**

A picture may be worth 1,000 words but how did it impact society; how cropping, focusing and Photoshop could alter the message of the photo.

**Week 5: Speech (Sept. 22-29).** How oratory from the time of the ancients through today has evolved and influenced culture, politics and entertainment.

**Week 6: Headlines, Captions** Sept. 29-31 How headlines have evolved through the years from the beginning of print to today's online sites.

**)Week 7 MIDTERM EXAMS AND ASSIGNMENT Oct. 6-8**

**Week 8 The Presidential election—Oct. 13-15**

**Review of the midterms, How coverage has evolved and its impact on the upcoming presidential election. Protesting, Presidents and Propaganda**

The role of communication in civil disobedience and protest. How groups and government used communication to further their beliefs and principles. The growth of fake news and

**Week 9--Advertising/public relations Oct. 20-22**

Review of the midterm exam and assignment. The development of advertising in print, broadcast and the internet and the role of public relations in society.

**Week 10 Radio (Oct. 27-29th<sup>b</sup>)**

The first broadcast medium, how it changed communication and at one time scared a nation on the brink of war.

**Week 11 Television (Nov 3-5th).**

Supplementing radio as the prime source of communication; entertainment, news and guiding a nation through crises.

**Week 12: Film (Nov. 10-12th<sup>l</sup>)**

How cinema impacted society from the invention of the artform through the multi-billion-dollar industry of the 21<sup>st</sup> century.

**Week 13: Plays, books and music. (Nov. 17-19th)**

A history of the impact that writing as a form of information and entertainment; Broadway from Ziegfeld to Hamilton; fiction and non-fiction literature as a communication art form. Music as a form of communication and how it has evolved.

**Week 14<sup>th</sup>—Nov 24<sup>th</sup> 26<sup>th</sup>. No FORMAL Happy Thanksgiving**

**Week 15 Dec 1-3. Government regulation of communications.** Summary of semester, final quiz and assignment for the final exam.

**Week 16<sup>th</sup>— Dec. 8<sup>th</sup> Final project due as part of final exam week**

