University of New Brunswick, Saint John

Information & Communication Studies

**ICS 1001 - History of Communications - FALL 2016**

Instructor: Dr. June M. Madeley

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**Course Description**

A survey of the great revolutions in human communication of speech, literacy, printing and electronic communication. Examines how new media of communication come into being, their impact on earlier forms of communication, their impact on society, and the influence society and culture have on communication technologies.

**Required Text** David Crowley & Paul Heyer (eds.), *Communication in History: Technology, Culture, Society*, 6th Edition (New York: Longman).

**Course Schedule**

Sept 9th – Introduction

Sept 12, 14 & 16th - Communication Before Writing

READINGS Chapters 1, 3

Sept 19, 21 & 23rd - The Tradition of Western Literacy

READINGS: Chapters 4, 6 & 7

***video:*** *Sign, Symbol and Script* (library DVD)

Sept 26, 28 & 30th - The Print Revolution

READINGS: Chapters 10, 11, 12\* (pp86-90 recommended) & 13

***video:*** *Print History* (library DVD)

October 3, 5& 7th - Conquering Distance – the Telegraph and Telephone

READINGS: Chapters 14, 15 & 16

NO class on Oct 10th for Thanksgiving holiday.

**Mid term test – Wednesday, October 12th**

Oct 14, 17, 19 & 21st- Capturing time – the Image Technologies

READINGS: Chapters 19, 22 & 24

***video****:*  *Cinematograph* (Library DVD)

Oct 24, 26 & 28th - Broadcast Technologies Part One – Radio

READINGS: Chapters 25 & 27

**Last withdraw date Oct 31st**

Oct. 31, Nov 2 & 4th - Broadcast Technologies Part Two – Television

READINGS: Chapters 30, 31 & 32

***video:*** *Philo T. Farnsworth*

Nov 7th & 9th - Broadcast Technologies Part Three – Television Con't

READINGS: Chapters 33 & 34

***video:*** *Dawn of the Eye: Power & the Image*

**Media audit due Nov 7th**

**No class on Friday, November 11th – Remembrance Day Holiday**

Nov 14, 16 & 18th - Networks and Digital Media

READINGS: Chapters 36, 38 & 39

Nov 21, 23 & 25th - Media Ecology

READINGS: Chapters 17& 35

Nov. 28 & 30th – Political Economy

READINGS: Chapters 2 & 18

Dec 2& 5th - Wrap-up & review

**Media Audit Analysis due by December 5th**

**Evaluation**

Mid-term test 30% on October 12th

Media Audit 10% due November 7th in class.

Media Audit Analysis 15% Due December 5th

Final exam 45% scheduled by Registrar during exam period

**Mid-term test**

A Mid-term test will be written in class **on October 12th .** The test will be made up of matching, multiple choice questions, and a short answer question. The specific format will be reviewed in class. This test is **worth 30%** of the final grade in the course.

**Media Audit**

In order to fully appreciate the media ecology perspective students will engage in a personal media audit in preparation for our discussions on the topic of Media Ecology. A form will be distributed electronically via Desire2Learn to facilitate student completion of an audit of communications media exposure during a specific time period (one full day). Your media audit is **due on Nov 7th**. You may submit a hard copy or electronically to the assignment folder for this course on Desire2Learn. Completion of the audit will be **worth 10%** toward the final grade in the course.

**Media Audit Analysis Assignment**

Students will apply what they have learned during the course to a short analysis of their media audit. The analysis will consist of 2-3 double-spaced pages. The grade will be based on quality of **writing,** quality of **organization**, and **ability to apply** course material to reflections on the personal media audit. This assignment is **worth 15%** toward the final grade in the course and is **due on December 5th.**  You will receive a separate hand out [posted to Desire2Learn] with specific options for this assignment. **This assignment utilizes material we will take up during class during the week of Nov 21st – 25th, but does not require more than a week to complete.**

**Experiential Learning in ICS courses**

**ICX**: In 2015 the ICS Programme began a long-term project to model Partnership for 21st Century Skills “4 Cs” (critical thinking, communication, collaboration, and creativity), critical media literacy, along with elements of DIY culture and the Makers movement in our curriculum as a pilot for other programmes at UNB.

We formally incorporate experiential learning into all ICS courses under the heading ICX emphasizing: **eXperience**, **eXploration**, **eXperimentation**, and **eXpression**through collaborative and individual exploration of media, technology and the DIY ethos.

In the production courses the assignments already focus on creative expression. In ICS 2103 Understanding Comics and Manga students have the opportunity to create their own comic. In other courses that do not incorporate specific experiential and creative coursework you will have the opportunity to allocate a portion of your grade (up to max 20%) for independent creative work that falls within the ICX framework. You will still complete all the usual work assigned in the course, **but you can seek approval** for some experiential creative work that could be swapped in for that portion of the grade. **Consultation with the professor is required for you to undertake this option**. Such arrangements must be made with the instructor prior to experiential work being undertaken and not all projects will be accepted for such substitute credit. Experiential assignments will be accepted based on their applicability to each particular course. For this course that focuses on communications history, eligible projects should focus on things such as, but not limited to: producing a radio drama in conjunction with Local 107.3 fm (Campus/Community Radio Saint John), making a crystal radio, zoetrope or a pinhole camera. All ICX projects MUST be accompanied by written work that reflects upon the learning experience. Specific projects, deadlines and requirements will be determined on an individual basis. **You must negotiate your ICX project with the instructor prior to October 3rd.**

**Final exam**

Students will sit for a final exam that will be scheduled by the Registrar. The format of the exam will include matching, multiple-choice, short answer and essay type questions. The specific format of the exam will be discussed in class. The final exam is **worth 45%** of the final grade in the course and will be **based on material covered during the entire course.** There will be emphasis on material taken up since the mid-term.

**Special needs and accommodations**

Some students may have special needs that require some accommodation by the university. Students should self identify during the first 3 weeks of classes and make requests for necessary accommodation to the instructor well in advance of scheduled tests or due dates. The University policy for special accommodation is available on-line at <http://www.unb.ca/saintjohn/studentservices/accessibility/index.html>. Students may also wish to consult the Undergraduate Calendar.

**Student Services**

Student services offers a number of workshops and support services to help students develop successful study skills and learning strategies. Their office is located in OH G18. These services are also outlined in some detail on-line at <http://www.unbsj.ca/studentservices/index.php>

**Attendance and reading**

As per university general regulations I.A) “Students are expected to attend all classes, laboratories, tutorials, or other class meetings officially designated for a particular course. They are expected, also, to complete all assignments.” Attendance will be monitored on a periodic basis, though no grade will be given for simply showing up to class. See <http://www.unb.ca/academics/calendar/undergraduate/current/regulations/universitywideacademicregulations/i-generalcourseregulation/a.classattendance.html>

Students are advised to keep up with the required readings. The function of the readings is to provide you with an opportunity to explore the week’s topic in some greater depth. The readings combined with in-class material should provide you with a sound grasp of the weekly topic.

**Submitting assignments**

Assignments may be submitted as hard copy to the assignment drop box outside of HH 201 **or** electronically (to the assignment folder on Desire2Learn-the preferred method). **Students are responsible for keeping a copy of their original work.** E-mail submission is discouraged, but if you submit your work as an e-mail attachment you should save a copy of the sent message as evidence of your submission. Students will receive an e-receipt when assignments are received to the instructor's e-mail. PLEASE **include your last name as part of the file name that you submit electronically**.

**Academic dishonesty**

All Students at UNBSJ are expected to conduct themselves in an ethical manner in their academic work. Students should familiarize themselves with the regulations regarding academic offences and the sanctions that will be levied for such infractions as: plagiarism, copying from others during tests, utilizing unauthorized aids during an in-class test, and knowingly helping another engage in academically dishonest behaviour - See <http://www.unb.ca/academics/calendar/undergraduate/current/regulations/universitywideacademicregulations/viii-academicoffences/index.html>

**Desire2Learn**

Students will find course material on the Desire2Learn page designated for ICS 1001. **Lecture notes will not be posted**, but power point slides will be posted. All hand-outs will be posted as well as a number of useful links to internet sites relevant to the course.

**Communication**

Office hours are an opportunity for you to speak to the instructor and ask questions in a less formal setting about the course material. The instructor is also available via e-mail (usually response will come within 24 hours). Periodically, announcements pertaining to the course may be made via Desire2Learn or e-mail.

**Requests to complete extra work**

The ICS program does NOT allow students to complete extra work in order to make up for failing a test or course assignment. In exceptional circumstances (such as documented illness), alternate arrangements may be made. Such arrangements must be equivalent to the work of the rest of the students in the course.

**Review of grades**

If you receive a test or assignment and have concerns about your grade, you should contact the instructor and explain your concerns in writing (e-mail is sufficient). If there is an error in the calculation of your grade on a test or assignment, you should bring that to the attention of the instructor ASAP.

**Storm closure policy**

Rarely, the Vice- President of UNBSJ will close the campus due to severe weather. In such cases a notice will go out via e-mail and will be posted to the UNB web page. More often, the cancellation of classes is left up to the discretion of the instructor with the expectation that missed material will be made up over the course of the term.

Please consult the following web page in the event that you suspect class may be cancelled due to poor weather <http://www.unbsj.ca/cancellations/> The instructor will inform students via this site first and will also post a notice on the course Desire2Learn page in the even that class is cancelled. **Students are expected to set up their Skype for Business software and account** (free to all students through IT services. See the set up link on your MyUNB portal page) **which may enable us to meet electronically in the event of bad weather**. Please be safe, if your own commute is going to be affected by poor weather consider giving yourself more time to get to campus. In the event that you decide it is safer to stay home from class due to weather on a day when class is not cancelled you are responsible for getting caught up on what you missed. The instructor will take severe weather into account in the event that absence occurs on a poor weather day.

**Grade Scale (**see also: <http://www.unb.ca/academics/calendar/undergraduate/current/regulations/universitywideacademicregulations/iii-examinationstandingandpromotion/index.html>

A+ - 90 – 100% - 4.3

A - 85 –89% - 4.0 **excellent performance**

A- - 80 – 84% - 3.7

B+ - 77 - 79% - 3.3

B - 73 – 76 - 3.0 **good performance**

B- - 70 – 72% - 2.7

C+ - 65 – 69% - 2.3 **satisfactory performance**

C - 60 – 64% - 2.0

D - 50 – 59% - 1.0 **less than satisfactory performance**

F - 0 – 49% - 0.0 **failure**

**Note: This outline is subject to change with notice and consultation.**