

**TC 100: The Information Society**  
**Department of Telecommunication, Information Studies and Media**  
**Michigan State University**  
**Spring 2009**

Instructor: Caleb Carr

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Office hours: Tuesdays, 10:00–11:30am & Wednesdays, 8:45–9:45am

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Office hours: Wednesdays, 4–5pm

Class hours: Tuesdays, 12:40pm – 2:30 pm & discussion section

Class Room: 102 Conrad Hall

Discussion Room: 151 OR 155 Communication Arts (check your section)

Course website: <http://angel.msu.edu> (You are required to check ANGEL at least twice every week)

### **Required Course Materials:**

1. Straubhaar, J., LaRose, R., & Davenport, L. (2009). *Media now: Understanding Media, Culture, and Technology* (6<sup>th</sup> ed). Belmont, CA: Thompson Wadsworth Publishing.
2. Keene, M. L., & Adams, K. H. (2001). *Easy access: The reference handbook for writers* (3<sup>rd</sup> ed). Mayfield Publishing Company.

### **Course Objectives:**

1. To learn the historical development of the media industry, including newspapers, radio, film, television, and the Internet
2. To learn about the concept of information society and its economic, political, and social implications
3. To be informed about the social and policy issues affecting the information society.
4. To be critically aware of the effects of information and communication technologies on yourself, other individuals, social institutions and society.

## **Course Requirements**

- Visit the course website, located at <http://angel.msu.edu> at least twice every week. ANGEL will have a copy of any handouts given out in class, such as the syllabus, assignment sheets, and the like. All the required readings are also posted on ANGEL.
- Do all the readings listed in the syllabus.
- Attend both the lecture and the discussion section.
- Post assignments in the ANGEL drop box

## **Workload and Grading**

Grade Point (portion) Breakdown	Final Grade Assignment
Exams: 600 (200 points each)	4.0 900-1050
Online Assignments: 150	3.5 850-899
APA Exam: 150	3.0 800-849
Wiki Paper: 100	2.5 750-799
Extra credit opportunity: 50 (maximum)	2.0 700-749
Total: 1000 (+50)	1.5 650-699
	1.0 600-649
* I do not grade on a curve. I will give as many 4.0s, 3.5s etc as are earned. Each of these assignments will be explained in more detail below.	0.0 0-599

### Exams (60%):

There will be four exams during the semester. The first three are not cumulative, and cover the materials preceding the exam. The final (fourth) exam is cumulative, and will reflect work done throughout the semester. The exams will cover all the material (readings and lectures). The exams will be made up of multiple choice, true/false, and short answer questions.

Each exam is worth 200 points, and the final exam is optional. However, **in order to take the final exam, you must have taken all three previous exams.** *Your three highest grades will be calculated in your exam scores*—your final exam score will replace your lowest exam score (or dropped should your final exam score not exceed any of your three previous exams' scores).

You may take a make-up exam without any penalty if you have a valid verification excuse (e.g., written excuse from a doctor). Family vacations, family reunions, your boss requiring you to work on the day of the exam, your having to entertain visitors from out-of-town, extracurricular activities, etc. are not valid excuses.

### Online Assignments (15%):

In an effort to get you familiar with the latest information and communication technologies, there will be some activities you need to accomplish and submit online.

These activities are also closely related to the material we cover in class. We will assign the topics of the online activities. These activities will be announced in class and via ANGEL and you need to accomplish these activities and provide us a report of your participation before the due date. You will earn points based on the percentage of activities in which you participated. For example, if there are 5 activities and you participate in all 5, you will receive the full 150 points. **You have to turn in the assignment before the due date; otherwise zero points will be given. You have to fulfill the requirement for the online activity adequately; otherwise zero point will be given.** The online participation report will not be graded, but we will pick 10 best reports for each activity and present them in-class a week later. These 10 best reports will receive extra 3 points.

Due to technological limitations, only assignments submitted in \*.doc, \*.pdf, \*.rtf, or \*.txt will be accepted. No resubmissions will be allowed after the due date for submission errors.

#### APA Take-Home Exam (15%):

One goal of this course is to begin preparing every student to be a scholar, both in thought and articulation of those thoughts. One aspect of this scholarly work is ensuring that you can communicate your thoughts clearly to others, and particularly those reading your work. One way this clarity can be accomplished is through stylized writing. Early in the semester, you will be given a take-home exam to help you hone your critical reading skills as well as application of APA style. You will have one week to complete the exam—it will be due at the beginning of the subsequent class session.

The exam will consist of a sample paper in APA style. You will be required to go through the paper and identify APA errors. Though it is a take-home exam, students should work on and complete their exams individually. However, each student is welcome (and encouraged) to use non-peer resources (i.e., books, tutorials, online aids, librarians, etc.) to complete their exam. **There will be no “make-up” opportunities for the exam except for valid and verifiable hospitalization.**

#### Wiki Paper (10%)

Collaboration amongst peers is continuing to grow in importance, both inside and outside of the walls of academia. In an effort to prepare for an era of large-scale collaboration, as a course all students will participate in developing a cumulative paper over the course of the semester. **The paper will be developed on a wiki webpage available at <http://tc100s09.wetpaint.com>, and will be copied and evaluated at 11:59:59 ET on April 14, 2009.** You will be sent an invitation to join the wiki site within the first two weeks of class. When you register, **you must register using your MSU net ID**—it will be used to track your participation. Students registering via an ID other than their MSU NetID may not receive credit for their participation.

The purpose of the paper will be to use a historical perspective to explore the current state of telecommunication and make informed predictions about how current trends will affect the near future of telecommunication and the telecommunication industry. The paper should be of a quality that it can be submitted to a professional conference for publication. Consequently, it should be no more than 25 pages in length

(excluding references), be written in APA-5 style, and contain at least 15 non-Internet references.

While the TAs will do some minor facilitation and provide direction, the final product will be reflective of students' work holistically. Consequently, all students in the course will receive the same grade for the Wiki paper based on the quality of the final product. To receive credit for the Wiki paper, *you must have contributed at least twice to the paper.*

#### Extra Credit Opportunities:

There will be a few extra credit opportunities for research participations. The extra credit points will be added to the basic student score in final grading. There are no guarantees for extra credit and it is each student's responsibility to be aware of and take advantage of such opportunities. While specific point values will be announced for each extra credit opportunity, in general each 30 minutes of participation in an extra credit event that you can accomplish at home will earn you 5 points. Each 30 minutes of participation in an extra credit event that you need to come to a lab will earn you 10 points. For example, if you participate in a research study that requires you to spend an hour in a lab, you will earn 20 points. We will get evidence of participation and the time of participation from the researchers who administer the research studies. It is your responsibility to make sure that the researchers will provide the evidence to us. We need to get the evidence of participation before the final exam. A maximum of 50 points can be earned from extra credit opportunities. After the final exam there will be no further opportunities for extra credit or to otherwise improve your grade.

## **Course Policies**

#### Course Communication

**Before you decide to send an email inquiry, check the syllabus or the online discussion forum.** You are most likely to find answers there. *Your issues about grading should go to Caleb.* Due to the large number of students, we suggest that you contact us first through e-mail before making an office visit. Please begin the subject line of your e-mail with "TC100: " to timely speedy responses. *Do not use ANGEL to send messages to course instructors, as they will not be received.* Appropriate e-mail will be replied to within 24 hours. Neither the instructor nor the TAs will check their voice mail.

Course announcements will be made in class and via ANGEL. Additionally, email messages and ANGEL announcements will be sent regarding assignments and important course information. **It is your responsibility to check your email and ANGEL on a regular basis; at least twice weekly.**

#### Past Due Assignments

The written assignment, comments, and group final paper for this class must be turned in complete and on-time. NO LATE WORK IS ACCEPTED. If you have a medical or family emergency which will prevent you from getting your work done, it is YOUR

obligation to notify the TA of this fact and provide the TA with the appropriate documentation **BEFORE** the due date of the assignment. If your work is not turned in on time and you have not provided the TA with an excuse prior to the due date, do NOT email the instructor with justifications. You will simply not receive credit for the assignment.

Exam Policies:

Please make special note of the final examination date and arrange any end-of-term travel plans accordingly. Cheating will not be tolerated and will result in a score of zero. Bring your student ID with you to all exams. Exam questions are reused and tight exam security must be maintained. Efforts to copy exam questions or to remove them from the examination room will be considered a serious violation resulting in a grade of 0.0 for the course. We will go over exam 1 in class after the exams. To review individual exam results, you must bring a copy of your exam answer key with you in person to our offices. If you are concerned about your grade we need to hear from you *before* the final exam. Once the final exam is given, the only basis for changing your grade will be to correct errors on our part in recording or calculating your grades.

Make-up Exams:

You may take a make-up exam without any penalty if you have a valid verification excuse (e.g., written excuse from a doctor). Family vacations, club sports, your boss requiring you to work on the day of the exam, your having to entertain visitors from out-of-town, etc. are not valid excuses. In these cases, no make-up exams will be provided.

Academic Honesty

Academic Honesty: Article 2.3.3 of the Academic Freedom Report states: “The student shares with the faculty the responsibility for maintaining the integrity of scholarship, grades, and professional standards.” In addition, TC339 adheres to the policies on academic honesty specified in General Student Regulation 1.0, Protection of Scholarship and Grades; the all-University Policy on Integrity of Scholarship ad Grades; and Ordinance 17.00, Examinations. (See Spartan Life: Student Handbook and Resource Guide and/or the MSU Web site).

*If you turn in an assignment that contains plagiarized material (other people's words or ideas which are not cited correctly and/or which you implicitly or explicitly represent as your own), you will receive zero point.* This is non-negotiable. **If you are unclear about what constitutes either of these, please read the relevant sections of the Student Handbook and check this website [www.plagiarism.org](http://www.plagiarism.org). Pay close attention to the sections [http://www.plagiarism.org/learning\\_center/what\\_is\\_plagiarism.html](http://www.plagiarism.org/learning_center/what_is_plagiarism.html) and [http://www.plagiarism.org/learning\\_center/types\\_of\\_plagiarism.html](http://www.plagiarism.org/learning_center/types_of_plagiarism.html).**

**Your assignments and final paper may be checked in turnitin.com or other academic honesty software.**

Courtesy to Fellow Students and Instructors

The classroom is a community, and, as such, the instructor requires that the students must follow several basic guidelines:

**Cell Phones:** The instructor has a strict no cell phone policy (this includes pager's and PDA phones) during class time. If you have a cell phone, be absolutely sure that it is turned *off* during class. Your first extra credit assignment is to bring me a slip of paper with your first and last name written on it at the beginning of the next class on 1/20. If any student engages in a phone discussion or has their mobile ring during class, they will be immediately asked to leave.

**Late Arrival:** The instructor understands that there are sometimes unpredictable events that prevent students from arriving to class on time for every class session. If this is the case, please be respectful of others, and enter the class as quietly as possible. However, repeated late arrivals are not acceptable, and you may be asked to look into taking the course a different semester that is more aligned with your scheduling requirements should repeated late arrivals occur.

**Departing Early:** It is extremely rude and oftentimes disruptive to both fellow classmates and the instructor when students leave early. Class is scheduled at the same time every Tuesday—work, study sessions, sports practices and prescheduled doctor appointments should be scheduled accordingly. If you know in advance that you are going to be forced to leave the class early, be absolutely sure that you take a seat as close to the exit as possible so that when you do leave, your departure will cause a minimum of disruption. You should also notify the instructor at before class of your early departure.

**In-Class Talking:** It is extremely important that all students respect their peers (as well as the instructors) and refrain from any unnecessary disruptive talking during class. The instructor encourages an open environment in which everyone has a right to express their own opinions and ideas. However, everyone should be able to do so without having to talk over any of their peers in order to be heard.

**Portable Music Devices:** Under no circumstances are students allowed to use portable music devices (MP3 players, CD Players, etc.) during class. You come to class to learn. If students are observed using portable music devices when the class starts, they will be asked to leave the class.

**Portable Video Game Systems:** Under no circumstances are students allowed to use portable video game systems (GameBoy, etc.) during class. If students are observed using a portable video game system when the lecture starts, they will be asked to leave the class.

#### Unique Academic Needs:

If you have an academic need or learning disability that should be taken into account in either classroom activities or exams, please be sure that the proper documentation is delivered to the instructor in the first two weeks of the semester.

Religious Observance:

You may arrange to take an exam on an alternative date if the exam falls on a religious holy day. Let the instructor know in the first two weeks of the semester if any exam date falls on a religious holy day.

Course adjustments

Any aspect of this syllabus, including the content and reading schedule, may be adjusted throughout the semester. Any changes will be announced in class and via ANGEL. Students are responsible for checking ANGEL on a regular basis.

## Course Schedule

Date	Topic	Readings	Assignments (cut-off due time is 11:59 pm of day listed)
January 13	Overview of course The Changing Media	Ch 1	
Jan. 20	Media and Society Media Uses & Effects	Ch 2 & 13 (pp. 402-418) Online Reading 1	
Jan. 27	Books & Magazines Newspapers	Ch 3 & 4	Assignment 1 due 1/25
Feb. 3	Recorded Music & Radio	Ch 5 & 6	APA Exam due <i>in-class</i> 2/3
<i>Feb. 10</i>	<i>Exam 1</i>	<i>Ch 1-6, 13</i>	
Feb. 17	Film & Home Video Television	Ch 7 & 8	Assignment 2 due 2/15
Feb. 24	The Internet	Ch 9	
Mar. 3	The Third Screen	Ch 12	Assignment 3 due 3/1
Mar. 10	No Class Spring Break	No Class Spring Break	
<i>Mar. 17</i>	<i>Exam 2</i>	<i>Ch 7-9, 12</i>	
Mar. 24	Public Relations	Ch 10	Assignment 4 due 3/22
Mar. 31	Directions for TC	2 Articles for the Wiki	
Apr. 7	Advertising	Ch 11	
Apr. 14	Media Policy & Law	Ch 14	<b>Wiki Paper Due</b>
Apr. 21	Media Ethics & Global Communications Media	Chs 15 & 16	
<i>Apr. 28</i>	<i>Exam 3</i>	<i>Ch 10, 11, 14-16</i>	Assignment 5 due 4/27
May 6 <b>(Wed.)</b>	<i>Final Exam</i> 12:45-2:45pm B106 Wells Hall	<i>Cumulative</i>	