

University of Kentucky
School of Journalism and Media

MAS 201-001: Communication Technologies and Society

Fall 2018 245 Whitehall Classroom Building
Tuesdays and Thursdays 11:00 AM -- 12:15 PM

Professor: John F. Clark
Office: 303 Blazer Dining
Office hours: MW 1:00 PM – 2:30 PM
and by appointment
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Course website: <http://www.uky.edu/~jclark/mas201>

COURSE DESCRIPTION

This course is a pre-major requirement for those of you who want to become Media Arts and Studies majors. Of course, it's open to everyone enrolled as an undergraduate at the university – I'm glad to have you, whatever your reason for taking the class. If you haven't decided on a major yet, I hope you choose Media Arts and Studies. I did, and I haven't regretted it. A career in the various media industries is literally the most wide-ranging and exciting professional path you can take in today's world.

Here's the description of the course in the official university bulletin: "Historical survey of broadcasting, common carrier, and related electronic media technologies, including the Internet. This course focuses on the social, political, and policy dimensions of the adoption and use of communication technologies. Special attention is paid to significant issues in contemporary public policy and practice, such as protection of privacy and personal information, information ownership, free speech, and censorship."

With all that said, what I hope to do for you is outline the technological origins and history of both interactive, "interpersonal" electronic media and non-interactive, "mass" electronic media; help you distinguish the differences/similarities among voice (phone-based), data, text, image, audio and video communications and the technologies that underlie them; increase your understanding of the convergence and integration of technologies and services that make telecommunications networks "work" and why regulatory agencies place limitations on most service providers; explain the interrelationship between communications technology and computer technology and its effect on both industries; and describe and discuss some areas of concern regarding the social impact of media technologies.

REQUIRED READING

Cause for celebration: you are not required to buy a textbook. All the readings and other material that you will need for this course are in electronic format and will be posted periodically on the class website throughout the course of the semester. With that said, I recommend that you make it a habit to read about media and technology issues regularly on the WWW. We can talk about this later. Lecture outlines for each class are posted on the class website. You should download the outlines before class, read through them and then bring them to class to serve as guides for taking notes.

EVALUATION EXPECTATIONS

Your grade for this course will be based on your weighted and averaged scores for a research paper, a midterm examination, a final examination, a test on the Ten Technical Attributes, a critical review, two one-page reaction papers, and your attendance in class.

Midterm Exam	20%
Final Exam	20%
Research Paper	25%
Tech Attributes Test	10%
Internet Paper	10%
Class Attendance	10%
Two Reaction Papers	5%

Research Paper: You will be writing a formal research paper (might as well get used to it) on a topic of your choosing within the very broad field of electronic interactive media. Part of your grade will be based on a number of preliminary steps you take – at intervals throughout the semester you will be expected to submit a topic paragraph for my approval, an annotated bibliography, and a two-page outline of the paper. The completed paper will be 9-10 pages in length and will conform to APA style. I will provide you with further guidelines and a list of possible topics via the MAS 201 website later in the semester.

Examinations: Both of the exams will consist of a number of multiple-choice and true or false questions, along with one or two essay questions. The final will not be comprehensive, and will cover only the second half of the semester. In the interests of fairness and higher academic success, I will provide you with a general indication of the nature of potential essay questions and whatever guidance seems appropriate before each exam.

Ten Technical Attributes Test: This test is not on the same scale as the two exams, but it qualifies as more than a quiz. The test will be based on the Ten Technical Attributes of Communication and Information Systems, as outlined by my good friend Andy Finn. The concept of the Ten Technical Attributes is an important one to grasp, since they apply to all forms of communication transmissions. You will be well served by taking very good notes as we cover this material. The test will consist of a mixture of multiple-choice questions, true or false questions, fill-in-the-blank statements, and at least one essay question.

Internet Paper: For this assignment, you write a reaction paper based on selected course lectures. This paper will require you to digest and relate the historical record of the Internet, examine the nature of what former vice president Al Gore called the Information Superhighway, read a funny science fiction story, and make your own informed but speculative predictions about Internet services and situations to come. A document detailing my expectations for the content of the paper will be posted on the website. We will discuss it at least a week in advance. Outside sources and references will not be required, but you may include any that you like with the proper citations.

Attendance: It's not my responsibility to make sure you come to class. Each of you is old enough to drive, vote, serve in the military, think for yourself, and bear the consequences of your actions. With that said, the consequences of your actions if you miss class will be the loss of five percent of your attendance grade for every absence, unless you notify me of your absence beforehand or have a verifiable excuse after the fact. Wise students will let me know when and why they miss class before they miss it.

Grading Policy:

- A** Excellent work, 90 – 100
- B** Good work, 80 – 89
- C** Barely satisfactory work, 70 – 79
- D** Inferior work, 60 – 69
- E** Unacceptable work, below 60

Mid-term grades will be posted in myUK by the deadline established in the Academic Calendar (<http://www.uky.edu/registrar/content/academic-calendar>)

COMMUNICATING WITH ME

This course is on Canvas, so you can contact me via Canvas or you can email me directly at jclark@uky.edu. The Canvas contacts will go directly to my email address. Email is a much better method than attempting to phone me at my office number. I will respond within 24 hours during the work week, barring emergencies. Any emails received from Friday afternoon through the weekend will be dealt with on the following Monday. You can come to see me during my office hours from 1:00 to 2:30 PM on Monday and Wednesday. If I have to be away for some reason I will let the class know via Canvas. If those hours don't work for you, you can always make an appointment.

RESPECT FOR DIVERSE VIEWPOINTS

As a member of the most commonly discriminated-against group throughout human history (I'm left-handed), I consider the diversity that students bring to this class a highly valuable resource and one of the benefits of your college experience. During the semester, we will discuss topics related to communication technology and social change that touch upon aspects of social and cultural diversity, such as race, ethnicity, gender, sexual orientation, disability, age, socioeconomic status, politics, and religion. I encourage you to express your thoughts on those aspects relevant to your background, listen respectfully to your fellow students, and be open to learning from people who hold views different than yours.

THE USUAL WARNINGS

Make-up exams and late papers will not be allowed without a valid and verifiable reason. The definition of valid and verifiable is left totally to my discretion. It is required that all work submitted for a grade is the original work of the student whose name appears on it, and that the work was prepared expressly for this course. Any use of a cell phone or digital assistant or even the appearance of these devices during an exam will be construed as cheating. Any student caught cheating or copying from another's exam or in any way plagiarizing from any source, whether published or not, will be sanctioned according to University rules. At the very least, he or she will receive a failing grade for the course.

Excused Absences

Students need to notify the professor of absences prior to class when possible. *Senate Rules 5.2.4.2* defines the following as acceptable reasons for excused absences: (a) serious illness, (b) illness or death of family member, (c) University-related trips, (d) major religious holidays, and (e) other circumstances found to fit "reasonable cause for nonattendance" by the professor.

Students anticipating an absence for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays no later than the last day in the semester to add a class. Two weeks prior to the absence is reasonable, but should not be given any later. Information regarding major religious holidays may be obtained through the Ombud (859-257-3737, http://www.uky.edu/Ombud/ForStudents_ExcusedAbsences.php).

Students are expected to withdraw from the class if more than 20% of the classes scheduled for the semester are missed (excused or unexcused) per university policy. Per *Senate Rule 5.2.4.2*, students missing any graded work due to an excused absence are responsible: for informing the Instructor of Record about their excused absence within one week following the period of the excused absence (except where prior notification is required); and for making up the missed work. The professor must give the student an opportunity to make up the work and/or the exams missed due to an excused absence, and shall do so, if feasible, during the semester in which the absence occurred.

Verification of Absences

Students may be asked to verify their absences in order for them to be considered excused. *Senate Rule 5.2.4.2* states that faculty have the right to request “appropriate verification” when students claim an excused absence because of illness or death in the family. Appropriate notification of absences due to university-related trips is required prior to the absence when feasible and in no case more than one week after the absence.

Academic Integrity

Per university policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the university may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the Code of Student Rights and Responsibilities. Complete information can be found at the following website: <http://www.uky.edu/Ombud>. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. It is important that you review this information as all ideas borrowed from others need to be properly credited.

Part II of *Student Rights and Responsibilities* (available online <http://www.uky.edu/StudentAffairs/Code/part2.html>) states that all academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about the question of plagiarism involving their own work, they are obliged to consult their instructors on the matter before submission.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording or anything else from another source without appropriate acknowledgement of the fact, the students are guilty of plagiarism. Plagiarism includes reproducing someone else’s work, whether it be a published article, chapter of a book, a paper from a friend or some file, or something similar to this.

Plagiarism also includes the practice of employing or allowing another person to alter or revise the work which a student submits as his/her own, whoever that other person may be.

Students may discuss assignments among themselves or with an instructor or tutor, but when the actual work is done, it must be done by the student, and the student alone. When a student's assignment involves research in outside sources of information, the student must carefully acknowledge exactly what, where and how he/she employed them. If the words of someone else are used, the student must put quotation marks around the passage in question and add an appropriate indication of its origin. Making simple changes while leaving the organization, content and phraseology intact is plagiaristic. However, nothing in these Rules shall apply to those ideas which are so generally and freely circulated as to be a part of the public domain (Section 6.3.1).

Please note: Any assignment you turn in may be submitted to an electronic database to check for plagiarism.

Accommodations due to disability

If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center (DRC). The DRC coordinates campus disability services available to students with disabilities. It is located on the corner of Rose Street and Huguelet Drive in the Multidisciplinary Science Building, Suite 407. You can reach them via phone at (859) 257-2754 and via email at drc@uky.edu. Their web address is <http://www.uky.edu/StudentAffairs/DisabilityResourceCenter/>

CLASS SCHEDULE (subject to change)

August 23	Introduction to the course and to each other
August 28	Introducing Electronic Media Reading: (2018) Media And Entertainment Spotlight https://www.selectusa.gov/media-entertainment-industry-united-states Reading: Lioudis, N. (2018). What is the Telecommunications Sector? https://www.investopedia.com/ask/answers/070815/what-telecommunications-sector.asp Reading: Fisher, T. (2018). What Exactly Does an Internet Service Provider Do? https://www.lifewire.com/internet-service-provider-isp-2625924
August 30	Introducing Electronic Media, continued
September 4	Ten Technical Attributes of Communications and Information Systems Reading: Finn, T.A. (1999) The Ten Technical Attributes of Communication and Information Systems
September 6	Ten Technical Attributes of Communications and Information Systems, continued
September 11	Early History of Interactive Telecommunications Reading: The Foundations of Radio, Telegraph, Morse Code

<http://www.cybercollege.com/frtv/frtv015.htm>

- September 13 **Ten Technical Attributes Test**
- September 18 Early History of Interactive Telecommunications, continued
- September 20 Telephony
Reading: The History of Telecommunications
<http://www.teleforwarding.com/blog/part-1-history-of-telephony-how-it-all-started/>
Research Paper Topic Paragraph Due
- September 25 How Electronic Mass Media Work
Reading: Everitt, N. (ongoing). Broadcasting 101 (Basics)
<http://www.nolaneveritt.com/broadcasting101.ws/broadcasting101.htm>
Reading: Frenzel, L.E. (2008) Welcome to Antennas 101
<https://www.electronicdesign.com/passives/welcome-antennas-101>
- September 27 How Electronic Mass Media Work, continued
First Reaction Paper Due
- October 2 How Cable and Satellite Systems Work
Reading: System Technology of Cable Television
<https://www.encyclopedia.com/media/encyclopedias-almanacs-transcripts-and-maps/cable-television-system-technology>
Reading: Howell, E. (2017). What is a Satellite?
<https://www.space.com/24839-satellites.html>
- October 4 How Cable and Satellite Systems Work, continued
- October 9 Recording and the Digital Revolution
Reading: <http://www.soundrecordinghistory.net/history-of-sound-recording/>
- October 11 Recording and the Digital Revolution, continued
Research Paper Annotated Bibliography Due
- October 16 **Midterm Exam**
- October 18 Reflection on the Midterm Exam and the Meaning of Life
- October 23 All About the Internet
Reading: (2018) Internet History Timeline
<https://www.internethalloffame.org/internet-history/timeline>
- October 25 How the Internet Works
Reading: Packet Switching History
https://www.livinginternet.com/i/iw_packet_inv.htm
- October 30 Is This Our Internet? A Logic Named Joe

Reading: Jenkins, W.F. (March, 1946) A Logic Named Joe. Astounding Science Fiction

Extra Credit Quiz

- November 1 From Internet to Superhighway: Are We There Yet?
Reading: Budde, P (1998). From Internet to Superhighway: The Future of Interactive Services. 1998 Annual Review of Communications.
- November 6 Privacy on the Internet
Reading: Newcomb, A. (2018) A Timeline of Facebook’s Privacy Issues – and its Responses. NBC News.
<https://www.nbcnews.com/tech/social-media/timeline-facebook-s-privacy-issues-its-responses-n859651>
Internet Paper Due
- November 8 Shopping on the Internet
Reading: U.S. Census Bureau News Quarterly Retail E-Commerce Sales
https://www.census.gov/retail/mrts/www/data/pdf/ec_current.pdf
Second Reaction Paper Due
- November 13 The Dark Side of the Internet
Reading: Ling, J. et al. (2018) The “Incel” Community and the Dark Side of the Internet
<https://www.theglobeandmail.com/canada/article-the-incele-community-and-the-dark-side-of-the-internet/>
Reading: The Untold Story of Silk Road, Parts 1 & 2
<https://www.wired.com/2015/04/silk-road-1/>
- November 15 Telecommunications Network Fundamentals
Research Paper Outline Due
- November 20 No class – take a break – you owe me one.
- November 22 No class – **Academic Holiday** – Thanksgiving
- November 27 Telecommunications Network Fundamentals
- November 29 Telecommunications Network Fundamentals
Research Paper Due
- December 4 Wireless Networks
Reading: (2018) Types of Wireless Networks Explained with Standards
<https://www.computernetworkingnotes.com/ccna-study-guide/types-of-wireless-network-explained-with-standards.html>
- December 6 Class wrap-up/make-up/reflection/evaluations
- December 13 **Final Exam – Thursday 10:30 AM in 245 Whitehall Classroom Building**