

COMM315: Technology-Mediated Communication

College of Graduate and Continuing Studies, Norwich University

[Print This Page](#)

Course Description

This course is a study of human communication and the effect of modern technology on it. Students review basic communication theory, including non-verbal and intercultural communication, and then evaluate the impact of technology on the effectiveness and efficiency of communication. Topics include: spoken versus written communication; synchronous versus asynchronous communication; the status of world languages on the internet; the impact of social media; modern workplace communication; and trends in the development of communication technology. (3 credits)

Prerequisites: ENG101

Course Overview

Although the study of communication theory is nearly as old as human interaction, within the past decade or so electronic media have made quantum changes in how we perceive the art of communicating. It is here that we shall spend a good portion of our time, contemplating the impact of new media on age-old theories.

The impact of technology mediation has been too rapid to have been captured in any textbook, so a significant part of the course will depend upon web sources and your weekly discussion of new applications and the continuing evolution of media and usage. The bottom line, as one electronic source states it, is that "Social Media Has Changed the Workplace." (See: Ott, A. (2010). How social media has changed the workplace (Study). FastCompany).

When a person *communicates* -- that is, "manipulate(s) symbols to stimulate meaning in other humans" (*Contemporary Communication Theory*, page 465), the result is a complex behavior that can be considered in multiple ways. Aristotle reduced the interaction to SENDER>MESSAGE>RECEIVER and later observations added NOISE as an interference. But the interferences with the receiver UNDERSTANDING that which was transmitted are far more complex than simple distractions. There is culture, bias, politics, trait pattern, context, and psychology to be considered, and that is just the beginning of an interesting and mind-expanding list you will consider before we are through.

Course Outcomes

As a result of completing this course, you should be able to:

1. Synthesize an analysis of the process of communication, from the standpoint of trait, persuasion, verbal, and non-verbal behavior theory approaches.
2. Evaluate communication theory from interpersonal, group, organizational, mass media, and tributary contexts.
3. Analyze and evaluate the impact of the more rapid and terse forms of electronic communication on traditional theories and practice.

Required Textbook and Readings

The required textbook for this course is:

- Infante, D., Rancer, A., Avtgis, T., & Macgeorge, E. (2017). *Contemporary Communication Theory (2nd ed.)*. Dubuque, IA: Kendall Hunt Publishing. Print ISBN: 9781465286437

See the [Required Readings](#) for additional seminar readings.

Grades

You will be provided a weekly commentary/lecture and have [required readings](#) and discussion assignments. There will be a number of written assignments and exercises, which are explained thoroughly in the list of assignments. A total of 1000 points are available in the course distributed across the components listed below, with both points and percent of final grade indicated.

Graded Assessment Types	Points	Weights (%)
Weekly Discussions (weeks 1-8, 35 points each)	280	28%
Paper 1 - Explanation of Communication Theory	100	10%
Paper 2 - Analysis of Persuasion Theory	100	10%
Paper 3 - Language, Power, and Expectation	100	10%
Paper 4 - Uncertainty Reduction	100	10%
Paper 5 - Assessment of Interpersonal/Team Communication Theory	100	10%
Paper 6 - Impact of Modern Communication Media on Communication -- Researched Report	220	22%
Total	1,000	100%

Letter grades for the course will be based on the following grading scale:

Letter Grade	Percentage	Grade Point
A	93-100%	4.0
A -	90-92.9%	3.7
B +	87-89.9%	3.3
B	83-86.9%	3.0
B -	80-82.9%	2.7
C +	77-79.9%	2.3
C	75-76.9%	2.0
C -	73-74.9%	1.7
D +	70-72.9%	1.3
D	67-69.9%	1.0
D-	63-66.9%	0.7

F	0-62.9%	0.0
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For complete information on the Grading Policy, please refer to the [CGCS Online Catalog](#) (Sub-Section of Catalog on "Grades.")

[Special Assignment Instructions](#)

All papers should be presented in a single file named with your last name and paper number (Jones2), and produced in Microsoft Word, Corel WordPerfect, RDF, or OpenOffice (Saved as MS Word). No PDF, Works, or Pages files will be accepted.

All six papers required of you in this course are the type of work expected of upper-level students who have taken the required preliminary writing courses; therefore, we expect each paper to be completed to specification the first time. Consequently, no revisions are permitted, regardless of grade earned. Grammar, spelling, and construction should not be issues here.

Please note that the workplace AND community measurement of managerial-level writing effectiveness is NOT the amount of time or effort you put into accomplishing the task; rather, it is the resulting product and its effect on the target audience. We use the same standard in grading your papers.

NOTE: Please refer to the Writing Guides for support using APA formatting. All papers using external citations/references must use APA in-text and References citations (no "Bibliographies," "Sources," "Works Cited" - titled pages will be accepted). If your researched proposal has no in-text APA-style citations OR is missing a References page, that is an automatic "F" - the result is NOT a paper with usable references. No cover sheets or title pages are required for any paper except on the researched proposal.

In terms of Academic Honesty in your writing, papers containing statements indicating multiple authors ("WE submit this proposal" or "WE/OUR COMMITTEE/GROUP/TEAM recommends") will receive a zero with no opportunity to re-submit as there is no way to determine how much of the writing was done by the student. Please review the Academic Honesty standards below for details.

[Discussion Groups](#)

Consider the discussion forum as you would a face-to-face class discussion. If the class has left the room, you cannot carry on a discussion with them. No credit is given for responses that contain no thought or opinion, so comments like "I agree" and "Yeah, me too" have no weight. You are expected to bring substance to the table in the discussion of each of these topics.

Please refer the [Grading Guidelines and Rubrics](#) for detailed expectations, deadlines, and requirements for your posts.

[Late Work](#)

Failure to submit papers on time will result in a penalty. This penalty can be up to 5% of the maximum final grade point value of the paper per day for each day late (for example if a paper's max value is 400 points, at most 20 points can be taken off each day it is late). The instructor does not have to impose the maximum. However, a penalty will be imposed unless the student has an excuse approved by the instructor. Unless arrangements have been made beforehand, it is expected that papers will be submitted on or before the due date.

[Academic Honesty and the Norwich University Honor Code](#)

A student must submit work that represents the student's own original analysis and writing. Copying another's work is not appropriate. If the student relies on the research or writing of others, the student must cite those

sources. Words or ideas that require citations include, but are not limited to all hardcopy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. While students are encouraged to seek editing feedback, extensive revisions of one's work by another person is considered a lack of academic honesty, as it is representing another student's work as one's own.

For more information see:

[Academic Dishonesty](#)

[Academic Integrity](#)

[Norwich University Honor Code](#)

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[Section 504 of the Rehabilitation Act of 1973/ADA](#)

Please consult [Appendix H: University Policy - Section 504 of the Rehabilitation Act of 1973/Americans with Disabilities Act \(ADA\)](#) for instructions on obtaining an accommodation.

Disclaimer: Please note the specifics of this Course Syllabus are subject to change. Students are responsible for abiding by any such changes. Your instructor will notify you of any changes.

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