

School of Information Management

COMM 201
Human Communications and Information
Technology
Second Trimester 2008

COURSE PROSPECTUS

22 points
2/3

Contact Details

<i>Instructor:</i>	Associate Professor Dr Lalita Rajasingham
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Office Hours:	Tuesdays: 11-2pm; Thursdays: 10-2 pm. Additional meetings will be by appointment. Email will be answered daily.
<i>Prerequisite:</i>	COMM 101 or 54 points
<i>Date:</i>	7 July-10 October 2008
<i>Time:</i>	Lectures: Mon and Fri 1.10-2 pm Tutorials: Mon or Fri) 2.10-3 pm
<i>Location:</i>	Lectures: Murphy: LT102 (Mon, Fri) Tutorials (beginning 21 July): Monday: Cotton 119 Friday: Cotton 118
<i>Assessment:</i>	Log (30%); Oral Presentation (30%); Test: 40%

Course Overview

This course addresses the need of today's employer for people who can communicate in the new ways of the new media as well as the old ways of the old media. It provides an overview

of the study of communication and serves as an introduction to other courses in VUW that look at special aspects of communications.

You will learn about communications at different levels from the communications we have with ourselves, to those we have with the significant people in our lives, to those that take place in groups and organisations to those that take place at national, cultural, and global levels. You will study how communications can be conducted face to face, with mass media and with the new media that information technology brings, such as the internet and virtual reality. You will also learn about some of the new media that have yet to leave the laboratory such as HyperReality, and total immersive environments. The course also gives you an opportunity to explore your own communication abilities. This course will provide useful background for any courses that you take at VUW.

OBJECTIVES

1. To acquire a concept of human communications as a multilevel activity that can be facilitated by communications technologies. The communications levels are:
 - Intrapersonal, Interpersonal, Group, Intercultural, Organisational, National, and Global;
2. To acquire a concept of information technology (with special reference to the Internet) as a parallel network activity that is developing
3. To be familiar with the theories behind these concepts and able to apply them to communication phenomena in a written assignment;
4. To be able to present these ideas in a face to face mode that matches the new ways of new media with the old ways of old media.

Content

The course examines communications theories and information technology in parallel as they apply to human communications at intrapersonal, interpersonal, group, cultural, organisational, national, regional and global levels. At each level, the impact of old media such as print, radio and television, and new media and applications such as nanotechnology, HyperReality, clever clothes and artificial intelligence (AI) will bring about changes in how we communicate. The course seeks the balance between localisation and globalisation.

All assignments will respond to the course objectives, and lectures and readings.

Lecture Schedule

W= Wednesday; F=Friday

Day/Date	Topic
W11 July	Course overview. Start Log
F 13 July	Foundation Theory: Information Theory, Systems Theory, Cybernetics <u>Readings:</u> Shannon and Weaver; Bertalanffy, Norbert Wiener (browse the Web). <i>What is Information Technology?</i> John Tiffin <i>What is Communication?</i> John Tiffin and Lalita Rajasingham. <i>In Search of the Virtual Class: Education in an Information Society</i> (1995) pp. 26-39. This

	<p>reading also applies to Lecture 3. 'Systems Approaches to Communication' Extract: <i>Human Communication Theory</i> James W. Neuliep 1996, pp 293-301.</p>
W 18 July	<p>Fractal Theory and the Levels of Communications. <u>Readings</u> <i>The Levels of Communications</i> John Tiffin <i>In Search of the Virtual Class: Education in an Information Society</i> John Tiffin and Lalita Rajasingham pp 26-39</p>
F 20 July	<p>Old Media: Speech, Writing, Mass Media, telegraphy, telephone, transport <u>Readings:</u> 'The Common Place Moo: Orality and Literacy in Virtual Reality' Don Langham, in <i>Computer-Mediated Communication Magazine</i>, Vol. 1, No. 3/July 1, 1994 Useful URL: http://www.mediahistory.umn.edu Search on left-hand side column under the headings: <u>Early Media</u> (orality, rock carvings/paintings,print); <u>Electrical Media</u>: (telegraphy, telephony, sound recording); <u>MassMedia</u>: (radio, film, TV); <u>Digital Media</u>: (Computing)</p>
W25 July	<p>New Media: Information Technology, HyperReality, Artificial Intelligence (AI), 'Clever Clothes' Avatars, Nanotechnology. Establish tutorial groups <u>Readings:</u> <i>The Definition of HyperReality</i>, Nobiyoshi Terashima, in <i>HyperReality: the Metastructure for the Third Millennium</i> John Tiffin and Nobiyoshi Terashima (eds). Chapters 1 and 2. You are advised to read some of the other chapters in this book which looks at aspects of new technology and its impact on human communications in the future. 'Metaworlds' Robert Rossney <i>Wired</i> Issue 4.06 June 1996. www.wired.com/wired/archive/4.06/avatar.html <i>Could a Machine Think?</i> Paul and Patricia Churchland.</p>
F 27 Jul	<p>Intrapersonal Communications 1. Information processing model</p>
W1 Aug	<p>Intrapersonal Communications 2. Metacommunications; First and Second Orders of Signification <u>Reading:</u> Jurgen Ruesch and Gregory Bateson (1951). <i>Communication: The Social Matrix of Psychiatry</i>, New York Norton & Company. This reading covers intrapersonal, group and culture communications.</p>
F 3 Aug	<p>Interpersonal Communications (1) <u>Readings:</u> John Tiffin (1992) <i>The Place of Interpersonal Communications</i>; Peter Andersen <i>When One Cannot Not Communicate: A Challenge to Motley's Traditional Communication Postulates</i>. <i>Communications Studies</i>, Winter 1991, Vol. 42/4. 'The Dialectics of Relationships' in Stewart Stubbs & Sylvia Moss (2003) <i>Human Communication: Principles and Contexts</i> (Ninth Edition) pp 262-264.</p>
W8 Aug	<p>Interpersonal Communications (2) <u>Readings:</u> 'Interpreting Nonverbal Messages' in Stewart Stubbs & Sylvia Moss (2003) <i>Human Communication: Principles and Contexts</i> (Ninth Edition).</p>

F 10 Aug	Group Communications 1: Group Network Dynamics <u>Readings:</u> 'Small-Group Communication' in Stewart Stubbs & Sylvia Moss (2003) <i>Human Communication: Principles and Contexts</i> (Ninth Edition) pp 355-369.
W15Aug	Group Communications 2: Input, process output model <u>Reading:</u> 'Communicating in Formal and Informal Groups' in <i>Communicating! Theory and Practice</i> (4 th Ed.) Terry Mohan <i>et. al</i>
F17 Aug	Cultural-Intra and Intercultural Communications (Log Due) <u>Readings:</u> 'An Indigenous Perspective on One Aspect of Reconciliation' Pauline Tangiora, in <i>Constructive Conflict Management</i> , Fred Jandt & Paul Pedersen, 1996 pp. 215-219. 'Dimensions of Culture' in <i>Intercultural Communication: An Introduction</i> , Third Edition, Fred Jandt 2001.
	Mid Trimester Break
W 5 Sept	Organisational Communications 1. <u>Reading:</u> 'What is an Organisation?' in <i>Communication</i> (Seventh Edition) Larry Barker and Deborah Gaut (1996).
F 7 Sept	Organisational Communications 2. (Reading as above)
W12 Sept	Nation and mass media. <u>Readings:</u> Extracts: 'Mass Media Contexts' <i>Building Communication Theory</i> , Dominic Infante, Andrew Rancer, Deanna Wormack 1990. pp.341-357; 363-367
F 14 Sept	Transport and mass media
W19 Sept	Regional Communications <u>Readings:</u> 'Transborder television: its Implications for Asia' Anura Goonasekera, in <i>TV Without Borders. Eds.</i> Anura Goonasekera & Paul S. N. Lee, 1998, pp 207-223. 'The Wireless Tsunami: An Asia-Pacific Panorama', Madanmohan Rao, in <i>Asia Unplugged</i> Madanmohan Rao & Lunita Mendoza (eds) 2005
F 21 Sept	Global Communications (1)
W26 Sept	Global Communications: Internet, terrorism, pandemics
F 28 Sept	Localisation and Globalisation. Finding the balance 'The Impact of Universities on Globalisation' Lalita Rajasingham, in <i>'Intercultural Communication : a global reader</i> Fred E. Jandt (ed). CA: Sage Publications pp 413-424.
W 3 Oct	Paradigms, syntagms and epistemes: what comes after the post industrial society?
F 5 Oct	Education and Communication <u>Reading:</u> 'Virtual Reality and HyperReality Technologies in Universities' in the <i>Encyclopedia of Multimedia Technology and Networking</i>
W 10 Oct	TEST

Assessment Requirements

This is an internally assessed course. All assignments will relate to the Course Objectives, Lectures and Readings. Grading schedule: 85%+ is A+; 80-84 is A; 75-79 is A-; 70-74 B+; 66-69 B; 60-65 B-; 55-59 C+; 50-54 C (the pass grade).

Assignments

NOTE: The assignments and Test will cover ideas and concepts covered in lectures AND Readings. No extensions will be granted except for illness (with doctor's certificate) or bereavement. Exceeding word or time limits for assignments will be penalised by loss of 1 mark for every 30 words more, and 1 mark for every 2 minutes more.

Marking Criteria

- Content (breadth and depth of treatment)
- Style (presentation, format, syntax, referencing etc)
- Organisation (structure of argument/thesis)
- Impact (on reader, audience etc)

1. Log Assignment

The Log relates to intra and interpersonal, and group communications. You will apply the theories that explain Intra, Inter and Group communications by keeping a log of your lectures, readings and tutorials so that you can at the end of week 5 say why you think a particular theory or concept does or does not work for you. For each of these levels select two theories and apply them to the way you communicate with yourself, with a significant other and in tutorial activities. To what extent do the theories explain how you communicate? Use MS Word, double spacing, and hand in the hard copy to me. You may include diagrams and pictures.

Max 2000 words

Mark 30 %

Due: 10 August

2. Oral Presentation

You have **five minutes** exactly to convince the senior management of a NZ company (or a company in your own country) to invest in an information technology to improve communications. You may choose the company and the technology and you may use any resources that are practical in the tutorial room. You will be assessed for content and presentation. You are required to hand in a hard copy of your presentation (including powerpoints). There are no second chances.

Mark: 30%

Due dates: 12 September to 5 October. The order of presentations will be arranged, and if student numbers are high, we may have to arrange this exercise on a Saturday. See Blackboard for announcements.

3. TEST

This will be in two parts. Part 1 will test your **knowledge of the concepts and theories** in the form of multiple choice, and short answer questions. Part 2 will test, in writing, your ability to **apply the concepts** to the three questions set.

Time: 50 minutes

Mark: 40 %

Date: 10 October

Readings

You are required to do the readings **before** classes, not **after**.

Set Text: COMM 201 (Human Communications and Information Technology) Students Notes and Readings, available from the Students Notes Centre Kelburn Campus. Price: TBA.

1. You are required to search the Web for additional resources and post on Blackboard. Further readings are available on 3-Day loan at the VUW Library. Handouts will be distributed in class when appropriate 2. The Course PowerPoints and other relevant information will be posted on Blackboard. 3. Check Blackboard daily.

Mandatory Course Requirements

1. You are expected to attend all lectures, tutorials and complete the readings. As this course deals with new developments and ideas, you need to be there in order to learn so that you can improve your own communications skills and share ideas with your lecturers, tutors and peers. All class contributions and postings on Blackboard will be noted
2. Complete ALL the assignments (including the Test) and gain a 'C' pass grade for each.

Workload per week: **Contact time:** 2 hours lectures; 1 hour tutorials; **Private Study:** 8-10 hours working on readings, assignments, and seeking academic resources on the Internet.

Communication of Additional Information

Blackboard will be used for class communications and all course related information for COMM 201. You are expected to log on to Blackboard and check the course website daily.

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student and Academic Services Office

The Faculty's Student and Academic Services Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications. To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

Easterfield (EA) - FCA/Education/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education and Law is situated in the Easterfield Building on the ground floor (EA005). This counter is the first point of contact for :

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- Forms for FCA Student and Academic Services (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar or go to www.victoria.ac.nz/home/about/policy/students.aspx

For information on the following topics, go to the Faculty's website www.victoria.ac.nz/fca under Important Information for Students:

- Academic Grievances
- Student and Staff Conduct
- Meeting the Needs of Students with Impairments
- Student Support

Academic Integrity and Plagiarism

Academic integrity is about honesty – put simply it means *no cheating*. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. The University defines plagiarism as follows:

The presentation of the work of another person or other persons as if it were one's own, whether intended or not. This includes published or unpublished work, material on the Internet and the work of other students or staff.

It is still plagiarism even if you re-structure the material or present it in your own style or words.

Note: including the work of others will not be considered plagiarism as long as the work is acknowledged by appropriate referencing.

Plagiarism is prohibited at Victoria and is not worth the risk. Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct and may be penalised severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- cancellation of your mark for an assessment or a fail grade for the course
- suspension from the course or the University.

Find out more about plagiarism, and how to avoid it, on the University's website:

www.victoria.ac.nz/home/studying/plagiarism.html

Use of Turnitin

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <<http://www.turnitin.com>>. Turnitin is an on-line plagiarism prevention tool which identifies material that may have been copied from other sources including the Internet, books, journals, periodicals or the work of other students. Turnitin is used to assist academic staff in detecting misreferencing, misquotation, and the inclusion of unattributed material, which may be forms of cheating or plagiarism. You are strongly advised to check with your tutor or the course coordinator if you are uncertain about how to use and cite material from other sources. Turnitin will retain a copy of submitted materials on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

Manaaki Pihipihinga Programme

Manaaki Pihipihinga is an academic mentoring programme for undergraduate Māori and Pacific students in the Faculties of Commerce and Administration, and Humanities and Social Sciences. Sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade (back courtyard), Room 109D, and Room 210, Level 2, Railway West Wing. There is also a Pacific Support Coordinator who assists Pacific students by linking them to the services and support they need while studying at Victoria. Another feature of the programme is a support network for Postgraduate students with links to Postgraduate workshops and activities around Campus.

For further information, or to register with the programme, email manaaki-pihipihinga-programme@vuw.ac.nz or phone (04) 463 6015. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.