

School of Information Management

COMM 201 Human Communications and Information Technology

Trimester Two 2009

COURSE OUTLINE

Names and Contact Details

Course Coordinator and Instructor (first half)	Associate Professor Lalita Rajasingham Room EA 215 Tel 463 5266 Email: Lalita.rajasingham@vuw.ac.nz
Office Hours	Thursday: 10 – 3 pm Additional meetings by appointment Emails will be answered daily
Instructor (second half)	Dr Brian M Harmer Room EA 228 Tel 463 5887 Email: brian.harmer@vuw.ac.nz
Office Hours	Tuesday: 9 – 3 pm Additional meetings by appointment Emails will be answered daily

Trimester Dates

Teaching Period: Monday 13 July to Friday 16 October 2009

End of Year Study Period: Monday 19 October to Monday 26 October 2009

Withdrawal dates: Information available via

<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds.aspx>

Class Times and Room Numbers

Lectures	Monday <i>and</i> Wednesdays 1:10 – 2:00 pm HMLT 001
Tutorials	Wednesdays: 2.10-3 pm MY 303

Course 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, we examine the impact of old media such as print, radio and television, and new media and applications such as nanotechnology, HyperReality, clever clothes, mobile technologies and artificial intelligence (AI) that will bring about changes in how we communicate. The course seeks the balance between localisation and globalisation.

Lecture Schedule

M=Monday; W=Wed

Day/Date	Topic
M 13 Jul	Course overview. Communications, Information Technology and New Paradigms. (Start Log Ass.1)
W 15 Jul	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. <u>In Search of the Virtual Class: Education in an Information Society</u> (1995) pp. 26-39. This reading also applies to Lecture 3. 'Systems Approaches to Communication' Extract: <i>Human Communication Theory</i> James W. Neuliep 1996, pp 293-301.
M 20 Jul	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
W 22 Jul	Intrapersonal Communications 1. Information processing model <i>Could a Machine Think?</i> Paul and Patricia Churchland The Guardian Weekly: <i>A Plea for Emotions rather than Emoticons</i> The Guardian Weekly, September 28 2007 TUTORIALS BEGIN
M 27 Jul	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.
W 29 Jul	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.
M 3 Aug	Interpersonal Communications (2)

	<u>Readings:</u> 'Interpreting Nonverbal Messages' in Stewart Stubbs & Sylvia Moss (2003) <i>Human Communication: Principles and Contexts</i> (Ninth Edition)
W 5 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.
M10 Aug	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> (LOG DUE)
W12 Aug	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)
M17Aug	New Media: Information Technology, HyperReality, Artificial Intelligence (AI), 'Clever Clothes' Avatars, Nanotechnology. <u>Readings:</u> <i>The Definition of HyperReality</i> , Nobiyoshi Terashima, in <i>HyperReality: the Metastructure for the Third Millennium</i> (2001) 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>HyperReality Paradigm</i> (2001) John Tiffin in <i>HyperReality: the Metastructure for the Third Millennium</i> (2001) John Tiffin and Nobiyoshi Terashima (eds). Browse the web for SecondLife and be prepared to discuss its strengths and weaknesses in human communications
W19Aug	Transport and Mass Media
Mid Trimester Break: 24 August-4 September	
M 7 Sept	Cultural-Intra and Intercultural Communications <u>Readings:</u> Vuckovic, A. (2008). Inter-cultural communication: a foundation of communicative action. <i>Multicultural Education & Technology Journal</i> , 2(1), 47 - 59.
W 9 Sept	Organisational Communications 1. <u>Reading:</u> Weymes, E. (2005). Organizations which make a difference: A philosophical argument for the "people focused organization". <i>Corporate Governance</i> , 5(2), 142 - 158.
M 14Sept	Communications in New Organizational Forms <u>Reading:</u>

	Harmer, B. M., & Pauleen, D. J. (2008). Time and tide: Moving the boundaries: The impact of mobility on work and life. <i>University of Auckland Business Review</i> , 10(1), 21 - 28. (Available at http://tinyurl.com/q624b5)
W16Sept	Communications to Sell <u>Reading:</u> Olasz, C. S. (2006). Marketing's role in a relationship age. <i>Baylor Business Review</i> , 24(2), 2 - 7. (Available on Proquest)
M21 Sept	Ethical Communications <u>Reading:</u> Martin, K. E., & Freeman, R. E. (2004). The separation of technology and ethics in business ethics. <i>Journal of Business Ethics</i> , 53, 353 - 364.
W 23Sept	Global Communications <u>Reading:</u> Hines, A. (2008). Global trends in culture, infrastructure, and values: electrification and broadband communications are contributing to profound shifts in global values and cultures. <i>The Futurist</i> , 42(5), 18 - 23.
M 27Sept	The Digital Divide <u>Reading:</u> Blanchard, M., Metcalfe, A., Degney, J., Herman, H., & Burns, J. (2008). Rethinking the digital divide: findings from a study of marginalised young people's information communication technology (ICT) use. <i>Youth Studies Australia</i> , 27(4), 35 - 42. Glenn, J. C. (2008). Scanning the global situation and prospects for the future: the latest annual State of the Future report reveals that most of the world is improving, while grappling with crime, environmental degradation, breakneck progress, and mounting uncertainty. <i>The Futurist</i> , 42(1), 41 - 46.
W30 Sept	Who's in Charge Here? <u>Reading:</u> Nelson, M. R. (2006). Let the Internet be the Internet. <i>Issues in Science and Technology</i> , 22(3), 36 - 39.
M 5 Oct	Using Technology for Profit <u>Reading:</u> TBA
W7 Oct	Using Technology for Pleasure <u>Reading:</u> TBA
M 12 Oct	Using Technology to Communicate for Crime (and how not to be a Victim) <u>Reading:</u> TBA
W 14 Oct	Test

Course Learning Objectives

At the end of the course, you will be able to:

1. Apply the 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, Regional and Global;

2. Apply the concept of information technology (with special reference to the Internet and mobile technology) as a parallel communications activity that is developing;
3. Apply the theories behind these concepts to communication phenomena in a written assignment;
4. Present these ideas in a face to face mode that matches the new ways of new media with the old ways of old media.

Course Delivery

Lectures and Tutorials

Expected Workload

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

Group Work

There is no formal group work in this course

Readings

You are required to do the readings **before** classes, not **after**, and will form the basis of discussions in tutorials

Set Text: COMM 201 (Human Communications and Information Technology) 2009 Students Notes and Readings, to be purchased from the Students Notes Centre Kelburn Campus.

Most readings for the second half of the course are accessible from the Web or from Proquest and it is your responsibility to print them out for yourself if you so desire.

1. You are required to search the Web for additional resources and post on Blackboard. Handouts will be distributed in class when appropriate
2. Powerpoints and other relevant information will be posted on Blackboard. Additional readings are available from the three-day loan section in the Library, Kelburn Campus.
3. Check Blackboard daily.

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).

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 and peers.

Note: Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FCA programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

Assignments

NOTE: The assignments and Test will relate to the course objectives, and include ideas and concepts covered in lectures, tutorials AND Readings. No extensions will be granted except for illness (with doctor's certificate) or bereavement.

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** for inter, intrapersonal and group communications. You will apply the theories and concepts that explain Intra, Inter and Group communications by keeping a log of your lectures and tutorials so that you can at the end of week 5 say why you think a particular theory 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 or group activities. To what extent do the theories explain how you communicate? Use MS Word, double spacing and hand in hard copy to me. You may include diagrams and pictures.

Max 2000 words

Mark 30 %

Due: 10 August

2. Written reports and Formal Presentation

You will be required to write a short essay about the communication implications of two allocated emerging technologies and make a presentation to the rest of the class on a third one, involving the rest of the class in a discussion. These presentations will take place on individually designated tutorial dates in the second half of the course.

The written reports will be approximately 1,000 words, and must examine them in the contexts of two of the theories discussed in earlier classes. This is a second half assignment and you should not start writing until you have received the formal specification in September.

Mark: 10% for each report, 10% for quality of your presentation and leadership of class discussion. Formal part of presentation not to exceed 10 minutes or contain more than 6 PowerPoint slides.

Date: Written parts due on 7 October, 5 pm to be submitted via Turnitin.com in accordance with instructions which will be given in class.

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: 14 October

Penalties

Exceeding word or time limits for assignments will be penalised by loss of 1 mark for every 30 words more and 5% of the available grade for each unauthorised day beyond the due date.

Mandatory Course Requirements

Complete ALL the assignments (including the test) and gain at least a 'C' pass grade in each.

Communication of Additional Information

All formal communication will be via Blackboard. Please ensure that your student email account is set up to forward emails to your preferred address if you choose not to use the student account regularly.

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 compares submitted work with a very large database of existing material. 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.

For the following important information follow the links provided:

Academic Integrity and Plagiarism

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

General University Policies and Statutes

<http://www.victoria.ac.nz/home/about/policy/academic.aspx>

Faculty of Commerce and Administration Offices

<http://www.victoria.ac.nz/fca/studenthelp/Contactus.aspx>

Manaaki Pihipihinga Programme

http://www.victoria.ac.nz/st_services/mentoring/