

School of Information Management

Trimester 2 2010

**COMM 201**

**HUMAN COMMUNICATIONS AND INFORMATION  
TECHNOLOGY**

**COURSE OUTLINE**

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**Contact Details**

*Course Coordinator and*

*Instructor:*

Associate Professor Lalita Rajasingham  
Room EA 215  
Tel: 4635266  
Email: [lalita.rajasingham@vuw.ac.nz](mailto:lalita.rajasingham@vuw.ac.nz)

*Office Hours:*

Thursdays: 10-3 pm. Additional meetings will be by appointment. Email will be answered daily.

*Teaching Period:*

Monday 12<sup>th</sup> July – Friday 15<sup>th</sup> October 2010

*Study Period:*

Monday 18<sup>th</sup> October – Thursday 21<sup>st</sup> October 2010

*Examination Period:*

Friday 22<sup>nd</sup> October – Saturday 13<sup>th</sup> November 2010 – **there is no exam for this course**

*Time:*

Lectures: Mon **and** Fri 10-10.50 am

*Location:*

CO 119

*Tutorials:*

Mon 11-11.50am EA 001 or Fri 11-11.50am EA 004

*Assessment:*

Journal (30%); Oral Presentation (30%); Test 40%

**Withdrawal from Courses:** Information available via

**Withdrawal dates: Late withdrawals with Associate Dean (Students) permission**  
(See Section 8: Withdrawals - from the Personal Courses of Study Statute)

<http://policy.vuw.ac.nz/Amphora!~~policy.vuw.ac.nz~POLICY~000000001743.pdf>

**Withdrawal dates: refunds:**

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

## Course Content

COMM 201 is about communications skills that are critical in all organisations, and the impact of communications technology on human communications. 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, virtual reality, 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; F=Fri

Day/Date	Topic
M 12 Jul	<b>Course overview. Communications, Information Technology and New Paradigms. (Start Journal , Ass.1)</b> <u>Reading:</u> <i>Communication Theory and Information Technology</i> J Tiffin in <u>Business Communications: New Zealand Perspective</u> , Frank Sligo (ed.) 1990
F 16 Jul	<b>Foundation Theory: Information Theory, Systems Theory, Cybernetics</b> <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 19 Jul	<b>Fractal Theory and the Levels of Communications.</b> <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
F 23 Jul	<b>Intrapersonal Communications 1.</b> Information processing model <i>Could a Machine Think?</i> Paul and Patricia Churchland <i>Why can't a computer be more like a brain?</i> New Scientist, 21 January 1989 The Guardian Weekly: <i>A Plea for Emotions rather than Emoticons</i> The Guardian Weekly, September 28 2007 PROQUEST (full text): <i>Movie advice from your robot overlords; Artificial intelligence may not be what you think it is</i> <u>Annalee Newitz</u> . Edmonton Journal. Edmonton, Alta.: Sept 5, 2009
M 26 Jul	<b>Intrapersonal Communications 2.</b> Metacommunications; First and Second Orders of Signification <u>Reading:</u> Jurgen Ruesch and Gregory Bateson (1951). <i>Communication: The</i>

	<p><i>Social Matrix of Psychiatry</i>, New York Norton &amp; Company. This reading covers intrapersonal, group and culture communications.</p> <p><b>Tutorials begin</b></p>
F 30 Jul	<p><b>Interpersonal Communications (1)</b>  <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 &amp; Sylvia Moss (2003) <i>Human Communication: Principles and Contexts</i> (Ninth Edition) pp 262-264.</p>
M 2 Aug	<p><b>Interpersonal Communications (2)</b>  <u>Readings:</u> 'Interpreting Nonverbal Messages' in Stewart Stubbs &amp; Sylvia Moss (2003) <i>Human Communication: Principles and Contexts</i> (Ninth Edition)</p>
F 6 Aug	<p><b>Group Communications 1:</b> Group Network Dynamics  <u>Readings:</u> 'Small-Group Communication' in Stewart Stubbs &amp; Sylvia Moss (2003) <i>Human Communication: Principles and Contexts</i> (Ninth Edition) pp 355-369.  PROQUEST (full text) <i>The Impact of Group Size and Social Presence on Small-Group Communication: Does Computer-Mediated Communication Make a Difference?</i>  Paul Benjamin Lowry, Tom L Roberts, Nicholas C Romano Jr, Paul D Cheney, Ross T Hightower. <u>Small Group Research</u>. Thousand Oaks: Dec 2006. Vol. 37, Iss. 6; pg. 631</p>
M 9 Aug	<p><b>Group Communications 2:</b> Input, process output model  <u>Reading:</u> 'Communicating in Formal and Informal Groups' in <i>Communicating! Theory and Practice</i> (4<sup>th</sup> Ed.) Terry Mohan <i>et. al.</i> pp.460-483  <b>(JOURNAL DUE)</b></p>
F13 Aug	<p><b>Old Media:</b> 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: <a href="http://www.mediahistory.umn.edu">http://www.mediahistory.umn.edu</a>  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>
M16Aug	<p><b>New Media:</b> The Internet, 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.  <a href="http://www.wired.com/wired/archive/4.06/avatar.html">www.wired.com/wired/archive/4.06/avatar.html</a></p>

	<p><i>HyperReality Paradigm</i> (2001) John Tiffin in <u>HyperReality: the Metastructure for the Third Millennium</u> (2001) John Tiffin and Nobiyoshi Terashima (eds). Note that because ICTs change rapidly, you will need browse the web and post on BB the latest up to date developments in new media and be prepared to discuss their impact on human communications.</p>
F 20 Aug	<p><b>Communicating on the Internet</b> (SecondLife)</p> <p>PROQUEST (full text)  <i>New media, mediation, and communication study</i>  <u>Leah A Lievrouw. Information, Communication &amp; Society. Abingdon: Apr 2009. Vol. 12, Iss. 3; pg. 303</u></p>
<b>Mid Trimester Break: 23 August-5 September</b>	
M 6 Sept	<p><b>Culture: Intra and Intercultural Communications</b>  <u>Readings:</u> <i>The nature of intercultural communication</i> Lilian Chaney and Jeanette Martin <u>Intercultural Business Communication</u>, Fourth Ed.2007  <i>Dimensions of Culture, Intercultural Communication: An Introduction</i>, Third Edition, Fred Jandt 2001.</p>
F 10 Sept	<p><b>Organisational Communications 1.</b>  <u>Reading:</u> ‘What is an Organisation?’ in <i>Communication</i> (Seventh Edition) Larry Barker and Deborah Gaut (1996).  Item will be available on <i>Electronic Reserve</i> in the Library, and the URL will be posted on Blackboard near the time.</p>
M 13Sept	<p><b>Organisational Communications 2.</b> (Reading as above)</p>
F17Sept	<p><b>Nation and mass media</b>  <u>Reading:</u> Extracts: ‘Mass Media Contexts’ <i>Building Communication Theory</i>, Dominic Infante, Andrew Rancer, Deanna Wormack 1990. pp.341-357; 363-367  Item will be available on <i>Electronic Reserve</i> in the Library, and the URL will be posted on Blackboard nearer the time.</p>
M20 Sept	<p><b>Regional Communications</b>  <u>Reading:</u> <i>The Wireless Tsunami: An Asia-Pacific Panorama</i>, Madanmohan Rao, in <u>Asia Unplugged</u>, Madanmohan Rao &amp; Lunita Mendoza (eds) 2005</p>
F 24Sept	<p><b>Global Communications</b> (1) Transport communications  <u>Reading:</u> <i>Transport Communications</i> (2007) John Tiffin and Chris Kissling</p>
M 27Sept	<p><b>Global Communications:</b> The Internet, commerce, terrorism, pandemics</p>
F 1 Oct	<p><b>Localisation and Globalisation.</b> 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.</p>
M 4 Oct	<p><b>Paradigms, syntagms and epistemes:</b> what comes after the post industrial society?</p>
F 8 Oct	<p><b>Education and Communication</b></p>

	<u>Reading:</u> Rajasingham & Tiffin (2007) <i>Virtual Reality and HyperReality Technologies in Universities</i> in the <u>Encyclopedia of Multimedia Technology and Networking</u>
M 11 Oct	Discussion/Revision
F 15 Oct	<b>TEST</b>

## Course Objectives

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

1. Apply critical thinking, and understand the concepts of human communications as a multilevel activity at Intrapersonal, Interpersonal, Group, Intercultural, Organisational, National, Regional and Global levels;
2. Apply the concepts of information technology (with special reference to the Internet and mobile technology);
3. Apply critical thinking to evaluate the theories behind human communications and IT in communication phenomena;
4. Demonstrate effective communications skills using both old and new media.

## Course Delivery

Lectures, and tutorials where you will contribute detailed discussion of concepts and theories covered in the lectures and readings. Access to Blackboard is essential.

## Expected Workload

This is a 15 point Course.

**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.

## 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 2010 Human Communications and Information Technology Students Notes and Readings to be purchased from the Students Notes Centre Kelburn Campus.

1. You are required to search the Web for additional resources, especially as we study the impact of the Internet on every aspect of our lives, and post on Blackboard and be prepared to discuss the postings at tutorials. Handouts will be distributed in class when appropriate.
2. Powerpoints and other relevant information will be posted on Blackboard. Additional readings, especially references should be followed up in the VUW Library and online databases.
3. Check Blackboard daily.

## Materials and Equipment

You must have access to the internet and be able to use a good web browser, and VUW Library's full text databases such as ProQuest etc.

## 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. **Journal** 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 lecture of these levels select two theories and apply them to the way you communicate with yourself (intrapersonal) with a significant other (interpersonal) and in tutorial or group activities (group). To what extent do the theories explain how you communicate at each level? It is expected that you apply critical thinking and write clearly in this assignment. Use MS Word, double spacing, and hand in hard copy to me. You may include diagrams and pictures.

**Max 2000 words**

**Mark 30 %**

**Due: 9 August**

## 2. Oral Presentation

Presentations will be conducted during tutorials. You have **seven 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 its performance. 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 clarity of presentation. You are required to hand in a hard copy of your presentation (including powerpoints). There are no second chances.

**Mark: 30%**

**Due dates: 17 September to 8 October.** The order of presentations will be arranged in class. 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: 15 October**

#### **Penalties**

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 for assignment 2.

#### **Mandatory Course Requirements**

Complete ALL the assignments (including the test) and gain a mark of 50 ('C' pass grade) or better in each. Attend at least 7 (75%) tutorials.

#### **Class Representative**

A class representative will be elected in the second class, and that person's name and contact details will be available to VUWSA, the Course Coordinator and the class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

#### **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 and use the Discussion Board.

#### **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. At the discretion of the Head of School, handwritten work may be copy-typed by the School and subject to checking by Turnitin. 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>

**AVC (Academic) Website: information including: Conduct, Academic Grievances, Students with Impairments, Student Support**

[http://www.victoria.ac.nz/home/about\\_victoria/avcacademic/Publications.aspx](http://www.victoria.ac.nz/home/about_victoria/avcacademic/Publications.aspx)

**Faculty of Commerce and Administration Offices**

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

**Manaaki Pihipihinga Programme**

[http://www.victoria.ac.nz/st\\_services/mentoring/](http://www.victoria.ac.nz/st_services/mentoring/)