

School of Information Management

**COMM 201 HUMAN COMMUNICATIONS AND
INFORMATION TECHNOLOGY**

Trimester 2 2011

COURSE OUTLINE

Contact Details

*Course Coordinator and
Instructor:*

Associate Professor Lalita Rajasingham
Room RH 429
Tel: 4635266
Email: lalita.rajasingham@vuw.a.c.nz

Office Hours:

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

Dates:

11 July-16 October 2011

Time:

Lectures: Mon **and** Wed 11.30 a.m-12.20 p.m
Tutorials: TBA

Location:

RH LT3 (Mon, Wed)

Assessment:

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

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before 22 July 2011.
2. The standard last date for withdrawal from this course is 23 September for courses with 12 teaching weeks. After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an 'Application for Associate Dean's Permission to Withdraw Late' including supporting documentation

The application form is available from either of the Faculty's Student Customer Service Desks.

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 the internet, virtual reality, artificial intelligence (AI) mobile technologies and social networks that will bring about changes in how we communicate. The course seeks the balance between localisation and globalisation.

Lecture Schedule

M=Monday; W=Wednesday

Day/Date	Topic
M 11 Jul	Class introductions, Course overview, go over syllabus, assessments, class requirements, readings, etc. Communications, Information Technology and New Paradigms. <u>Reading:</u> <i>Communication Theory and Information Technology (START JOURNAL, Ass.1)</i>
W 13 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> http://www.unf.edu/~alderman/BLISS2/information.html <i>What is Communication?</i> This reading also applies to Lecture 3;
M 18 Jul	Fractal Theory and the Levels of Communications <u>Readings</u> <i>The Levels of Communications</i> 'Systems Approaches to Communication'
W20 Jul	Intrapersonal Communications 1. Information processing model <i>Could a Machine Think?</i> <i>AI set to Excel the Human Brain;</i> <i>A Plea for Emotions rather than Emoticons;</i> 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 25 Jul	Intrapersonal Communications 2. Metacommunications; First and Second Orders of Signification <u>Reading:</u> <i>Communication: The Social Matrix of Psychiatry</i> , This reading covers intrapersonal, group and cultural communications. <u>Tutorials begin</u>
W 27Jul	Interpersonal Communications (1) <u>Readings:</u> <i>The Place of Interpersonal Communications;</i> <i>When One cannot Not Communicate: A Challenge to Motley's Traditional Communication Postulates</i>

M 1 Aug	Interpersonal Communications (2) <u>Readings:</u> 'Interpreting Nonverbal Messages'
W 3 Aug	Group Communications 1: Group Network Dynamics <u>Readings:</u> 'Small-Group Communication'; PROQUEST (full text) <i>The Impact of Group Size and Social Presence on Small-Group Communication: Does Computer-Mediated Communication Make a Difference?</i>
M 8 Aug	Group Communications 2: Input, process output model <u>Reading:</u> 'Communicating in Formal and Informal Groups'.
W10 Aug	Organisational Communications 1. <u>Reading:</u> 'What is an Organisation?' Item will be available on <i>Electronic Reserve</i> in the Library, and the URL will be posted on Blackboard nearer the time.
M15 Aug	Organisational Communications 2. <u>Reading</u> as above JOURNAL DUE Wednesday, 17 August
W17 Aug	Old Media: Speech, Writing, Mass Media, telegraphy, telephone, transport <u>Readings:</u> 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>Mass Media</u> : (radio, film, TV); <u>Digital Media</u> : (Computing)
Mid Trimester Break: 22 August-4 September	
M 5 Sept	New Media: The Internet, HyperReality, Artificial Intelligence (AI), 'Clever Clothes' Avatars, Nanotechnology. <u>Readings:</u> <i>The Definition of HyperReality</i> ; <i>The end of geography or the exploration of space: Conceptualising space, place and information technology</i> Note that because ICTs change rapidly, you will need to 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.
W 7 Sept	Communicating on the Internet <u>Readings:</u> PROQUEST (full text) <i>New media, mediation, and communication study</i> <u>Leah A Lievrouw. Information, Communication & Society. Abingdon: Apr 2009. Vol. 12, Iss. 3; pg. 303</u> <i>The HyperReality Paradigm</i>
M 12 Sept	Cultural Communications <u>Readings:</u> <i>The nature of intercultural communication</i> ; <i>Dimensions of Culture</i>
W 14 Sept	Nation and mass media

	<u>Reading:</u> Extracts: ‘Mass Media Contexts’ Item will be available on <i>Electronic Reserve</i> in the Library, and the URL will be posted on Blackboard nearer the time.
M 19Sept	Regional Communications <u>Reading:</u> <i>Technical innovations, standardisation and regional comparisons: A case study in mobile communications</i>
W21Sept	Global Communications (1) Transport communications <u>Reading:</u> <i>Transport Communications</i>
M26 Sept	Global Communications (2): The Internet, commerce, terrorism, pandemics, Wikileaks Browse the web
W28 Sept	Localisation and Globalisation. Finding the balance ‘The Impact of Universities on Globalisation’; ‘Virtual Reality and HyperReality Technologies in Universities’
M 3 Oct	Class Presentations (1)
W5 Oct	Class Presentations (2)
M 10 Oct	Class Presentations (3)
W 12 Oct	TEST

NB: In special circumstances, the schedule is subject to change in consultation with students.

Course Objectives

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

1. Apply the theories and concepts of human communications as a multilevel activity at Intrapersonal, Interpersonal, Group, Intercultural, Organisational, National, Regional and Global levels;
2. Apply the concepts of the impact of information technology (with special reference to the Internet, mobile technology and social networking) on human communications;
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 these will form the basis of discussions in tutorials

Set Text: COMM 201 2011 Human Communications and Information Technology. Students Notes and Readings to be purchased from the Students Notes, Pipitea 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 VUW Graduate Attributes, 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.

1. Journal:

You will apply the theories and concepts that explain Intrapersonal, Interpersonal, Group and Organisational communications by keeping a journal of your lectures, readings and tutorials so that you can at the end of week 5 say why you think a particular theory and/or concept does or does not work for you. For each lecture of

these levels select **two theories** and **two concepts** and apply them to the way you communicate with yourself (intrapersonal) with another (interpersonal) in group activities and organisational communications. To what extent do the theories and concepts 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, APA StyleGuide and hand in hard copy to me. You may include diagrams and pictures.

SEE: Marking Rubrics attached in Appendix 1

Max 3000 words

Mark 30 %

Due: 17 August

2. Oral Presentation

Presentations will be conducted in class. You have **seven minutes (plus three minutes for questions)** 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 lecture 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) to me. There are no second chances.

SEE: Marking Rubrics attached in Appendix 2

Mark: 30%

Due dates: 3-10 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: 12 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 the total course marks. You are encouraged to attend all lectures as this course deals

with new developments and there are no comprehensive texts on the topic. Attend at least 75% of the 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

Faculty of Commerce and Administration Offices

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

Manaaki Pihipihinga Programme

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



APPENDIX 1

Name: _____ ID _____

Written Communications Skills Marking Rubric

COMM 201 Assignment 1: Journal (Mark 30%)

1. Journal

You will apply the theories and concepts that explain Intra, Inter, Group and Organisational Communications by keeping a journal of your lectures, readings and tutorials for the first five weeks of COMM 201. Say why you think a particular theory or concept does or does not work for you. For each lecture select **two theories** and **two concepts** and discuss and apply them to the way you communicate at the four levels.

	Exemplary	Satisfactory	Unsatisfactory	
Content	8-10	6-7	0-5	
<p>*Effectively apply the theories and concepts that explain Intra, Inter, Group and Organisational Communications</p> <p>*Select two theories and two concepts for each lecture during the five weeks</p> <p>* discuss their relevance to the way you communicate at the four levels</p>	<p>*Succinctly & critically explains the key ideas of the theory and concepts covered.</p> <p>*Analyses and reflects on nature and significance of the theory and concepts in an insightful, critical way.</p> <p>* Discuss their relevance to your own communications</p>	<p>*Explains and summarises most key elements of the theories and concepts.</p> <p>*Lacks in depth analyses of the theories and concepts</p> <p>* Lacks deep reflection as to their relevance to your own communications</p>	<p>*Many key elements missing and/or inaccurately explained.</p> <p>*Limited understanding of theories and concepts</p> <p>* Superficial analytical and reflective comments on your own communications</p>	/10

	Exemplary	Satisfactory	Unsatisfactory	
<p>Style and Organisation</p> <p>*Structure and clarity of argument/narrative;</p> <p>*Document presentation, logical flow of ideas</p> <p>* Variety of sentence construction; style and structure appropriate for task, and genre (personal journal).</p> <p>*Technical writing skills: Spelling, capitalisation, punctuation, grammar, accurate referencing (APA Style)</p>	<p>8-10</p> <p>*Argument effectively and efficiently conveyed;</p> <p>*highly focused on the question; easily understood. Logical flow of ideas, and appropriate critique</p> <p>demonstrating an ability to identify priority, significance and impact</p> <p>*Variety of sentence construction; logical flow; style and structure appropriate for task, and genre (personal journal).</p> <p>*Very few spelling errors, correct punctuation, grammatically correct, complete sentences. Appropriate citation of others' work, acknowledged via in-text citations according to the APA style guide</p>	<p>6-7</p> <p>Argument reasonably clear; occasionally misses the point but answers questions adequately. Understandable.</p> <p>Draws appropriate, justifiable conclusions addressing relevant key issues and outcomes. Not overly repetitive; some variety in sentence structure and generally flows well; some awareness of journal genre</p>	<p>0-5</p> <p>Argument confused/unclear. Irrelevant information; Poor transition or links between ideas.</p> <p>Unclear conclusion</p> <p>Conclusions do not follow from evidence and analysis, and are trivial in scope. Overly repetitive or simplistic sentence structure; consistently disjointed, lack of flow; style/structure inappropriate for the genre. Inadequate proof reading. Numerous spelling errors, non-existent or incorrect punctuation, and/or severe errors in grammar that interfere with understanding.</p> <p>Unattributed work from other sources. Does not attempt to use APA referencing system. Significantly over or under advised length</p>	<p>/10</p>
<p>Impact on reader: Holistic judgement</p>	<p>Exemplary written communication</p>	<p>Satisfactory written communication.</p>	<p>Unsatisfactory written communication.</p>	<p>/10</p>

	Exemplary	Satisfactory	Unsatisfactory	
TOTAL	Grade & comments:			/30

APPENDIX 2 Oral Presentation Marking Rubric COMM 201: Assignment 2 (30%)

Name: _____ **ID:** _____

	Exemplary	Satisfactory	Unsatisfactory	Total
Content (10%)	8-10	6-7	0-5	
*Organisation of Content; Clear statement of problem or issues; * Show reasons why you chose the particular IT; *Explain how the chosen IT improved or did not improve communications in the company	Tightly focused; Well structured, theme is clear; Message very clear; logical structure; enthusiastic; Good timing.	Mostly focused; Discernible theme; Message is mostly clear; Keeps almost to time.	Rambling, unfocused; Disorganised, unrelated; Message is unclear; Runs over time or too brief.	

Presentation(10%) *Delivery and Style Persuasive argumentation; Audience engagement; *Clear link between research problem and conclusion; *Effective use of visual aids, body language, voice control' smooth animated delivery and good time management	8-10	6-7	0-5	
	Audience fully engaged; Clear persuasive argument; animated presentation; Smooth effective delivery; Excellent use of visual aids; Good voice control; Appropriate eye contact; Appears relaxed; Speaks without notes. Good body language; Good time keeping. Oral communications exceed standard. Seamless use of visual aids . Excellent time management. Exemplary oral communications	Audience mostly engaged; Argument not clearly presented Appropriate language; Okay voice control; Mostly appropriate eye contact; Appears mostly relaxed; Uses notes occasionally. Appropriate visual aids; Some slides had too much clutter. Good time keeping. Satisfactory oral communications	Audience not engaged; Logic of argument lost in incorrect or inappropriate language; filler words, verbose; Problems with voice control; Inappropriate eye contact; Appears tense, nervous; Reads and/or relies heavily on notes and powerpoints. Poor quality visual aids; Inept use of visual aids. Poor time-keeping Unsatisfactory oral communications	
Impact (10%) Holistic Judgement	8-10	6-7	0-5	
	Oral communications exceeds standard	Satisfactory oral communications	Unsatisfactory oral communications	
MARK				

Comments
