1.0 Course Description

Both old and new communication technologies, through “revolutions” or epochs of advancement, have transformed modern culture. From the origins of language to the invention of communication technologies, such as writing, the printing press and the Internet, this course explores the origins, reception and uses of new forms of communication in their historical contexts with attention to their social, political, cognitive, and technological impacts. Lecture: 3 hours. Prerequisite: Only available to Professional Communication and Creative Industries.

2.0 Course Objectives/Learning Outcomes

- To understand the way communication functions in the construction and maintenance of power relations
- To acquire a working knowledge of functional grammar
- To demonstrate an ability to conduct a critical discourse analysis

3.0 Topics Covered

3.1 Orality to literacy
3.2 Typography to cinematography
3.3 Networking from telegraphy to cybernetics
3.4 Societal implications of technological change
3.5 Theories of technology, concepts and critical approaches

All topics will be covered, but not necessarily in the order listed above.
4.0 Teaching Method

Teaching will be conducted by lecture and discussion. Students will be expected to contribute to the in-class dialogue and to participate in group activities requiring them to compare, contrast, discuss and debate materials derived from lectures and readings.

4.1 Graded Assignments

Students will prepare a minimum of two written assignments, a group video presentation and write a final exam. In addition, there may be weekly assignments.

5.0 Course Materials

5.1 Textbook and Readings

Additional course reading materials will be posted in electronic form in e-Reserve on D2L Brightspace

6.0 Course Policies

6.1 Students must adhere to university policies; see http://www.ryerson.ca/senate/policies. The most relevant policies are the following:
- Policy #46 Policy on Grading, Promotion, and Academic Standing ("GPA Policy")
- Policy #60 Academic Integrity
- Policy #61 Student Code of Non-Academic Conduct
- Policy #134 Undergraduate Academic Consideration and Appeals
- Policy #135 Examination Policy
- Policy #145 Course Management Policy
- Policy #150 Accommodation of Student Religious, Aboriginal and Spiritual Observance
- Policy #157 Establishment and Use of Ryerson Student E-Mail Accounts For Official University Communication
- Policy #159 Academic Accommodation of Students with Disabilities

6.2 Print and Digital Copying Guidelines

Ryerson University complies with Canada’s Copyright Act which protects both creators/owners and users of copyrighted materials. Students should familiarize themselves with Ryerson's Copyright policies and procedures, and contact the Copyright and Scholarly Engagement Librarian at copyrt@ryerson.ca for questions, concerns and clarification of the copyright rules.
6.3 Turnitin.com

By taking this course, students agree that all required papers may be subject to submission for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the terms of use agreement posted on the Turnitin.com site. Students who do not want their work submitted to this plagiarism detection service must, by the end of the second week of class, consult with the instructor to make alternative arrangements.

Please note the following from Policy 145 Course Management Policy:

4.3.1.2 Even when an instructor has not indicated that a plagiarism detection service will be used, or when a student has opted out of the plagiarism detection service, if instructor has reason to suspect that an individual piece of work has been plagiarized, the instructor is permitted to submit that work in a non-identifying way to any plagiarism detection service.

6.4 Electronic Communication

Ryerson requires that any official or formal electronic communication from students be sent from their official Ryerson e-mail accounts.

6.5 Video and Audio Recording

No video or audio recording is permitted in class without the express permission of the instructor.

7.0 Ryerson’s Learning Management System

Ryerson University supports Brightspace by D2L as its official Learning Management System. University Policies governing Brightspace have been documented at the Courses @ Ryerson Privacy and Security website.