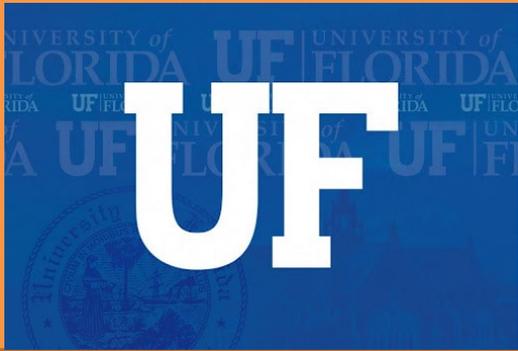


## MMC 6660: Communication, Technology & Society (Online)



Summer B session 2022 (online)

Class meetings: Wednesday evenings from  
8:30-9:45 p.m. EST

Instructor: Dr. Nicki Karimipour

[nkarimipour@ufl.edu](mailto:nkarimipour@ufl.edu)

Zoom Office Hours: By appointment

---

Welcome to the course! I am excited for a fast-paced, interesting semester ahead and getting to know all of you.

### I. What is this class about?

Communication and technology are key cornerstones of the human experience and can have a lasting impact on societies around the world. As part of this class, we will explore issues relating to traditional and new media, information dissemination in societies, and the role of technology in changing our world and how we communicate. You will learn about and apply critical perspectives and theories to these issues and collaborate with classmates on a culminating project.

#### Learning Objectives

As part of this class, you will:

- Learn about and be able to describe the history of communication, communication-related technologies, and how they have impacted society over time.
- Evaluate the role of communication-related theories in current issues within technology and society.
- Apply communication-related ethics to the ways in which we think about current issues.
- Summarize how various modalities and technological advances have changed our view on communication and the way we communicate.

#### (Virtual) Classroom Policies

#### *Required Readings*

There is no assigned textbook for this course. Instead, I will be providing access to all required readings via PDF or hyperlink at no charge to you. [This textbook](#), which can be accessed for free online, is a great orienting text if you are new to the field of communications or just need to brush up on theories, key words, and fundamentals of communication. You will be required to read every class day except for Wednesdays and Fridays.

#### *Academic Writing*

You will be doing quite a bit of writing in this course. As part of this, make sure to use best practices for academic writing—that means organizing your paper thoughtfully and logically, using

active voice, and proofreading for proper grammar/spelling throughout your paper before submitting to me for grading. Please use APA style when citing sources and creating reference pages. I will provide resources and tips for writing academic papers well and how to properly use APA style.

### ***Canvas & Email***

I will be using Canvas and UF email to communicate with you. I will post the readings, my lectures, assignments, your grades, and other important course-related materials onto Canvas, so log onto Canvas regularly to ensure you don't miss anything. Since this course is fully online and takes place during a short summer semester, you need to access Canvas daily to ensure you're keeping up with the course and not missing announcements.

### ***Communicating with Me***

I check email in the evenings after work and will respond to messages during that time. I will respond to messages within 24-48 hours (usually sooner) unless there are extenuating circumstances. Please note that I am in Los Angeles and there is a three-hour time difference (Pacific Time zone). When you email me, please make sure that you identify yourself clearly using both your full name and the course number. I will only answer specific questions about assignments, lectures, or papers via email. If you have more detailed questions about critical concepts or wish to discuss your paper or assignments, you should schedule an appointment to meet with me. Please be aware that I only have your UF email address, and all my emails will be sent to your UF account. It is your responsibility to check your email on regular basis and make sure it is working. If you would like to schedule a time to meet for office hours, please email me to make an appointment.

### ***Students Requiring Accommodations***

If you require accommodations, please work with the [Disability Resource Center](#) and inform me as early as possible in the semester so we can work together to make the proper arrangements.

### ***Plagiarism & the Student Honor Code***

Plagiarism is a serious offense and will result in automatic failure of the assignment and potentially failure of the course. If you have any questions about how to properly cite a source, it is your responsibility to discuss with me prior to submitting an assignment. In addition, you are required to abide by the [Student Honor Code](#). Any violation of the academic integrity expected of you will result in automatic failure of the assignment and potentially more serious consequences depending on the nature of the offense. Any alleged violations of the Student Honor Code will result in a referral to Student Conduct and Conflict Resolution.

## **II. Class Structure**

This course is mostly asynchronous, which means I have recorded lectures for you to watch at your own pace. Outside of class, you'll be expected to access our Canvas page regularly to view any announcements, additional modules, articles, videos and complete the assignments as noted in the syllabus. **We will meet on Zoom once per week, every week, on Wednesdays from 8:30-9:45 p.m. ET.** I will be taking roll in those classes, so it is important that you attend. We will use that class time for in-person discussion as well as a forum where students can ask any questions they may have. You will have readings every day except for Wednesdays (when we meet for class) and on Fridays. The weekly response papers are always due on Canvas on Fridays by 11:59 p.m. ET. **Due to time constraints, I will not be able to read any student's response paper and provide line-edits or comments.** If you want to discuss whether you are on the right track when you're writing

your papers, please talk to me about it.

### III. **Class Activities/Assignments**

This semester, class activities will include the following:

1. **Exams**: You will have two exams—one midterm and one final. Content on the exams will be based on my PowerPoint lectures, our class discussions, and the readings, so it is crucial that you attend class to ensure you are well-prepared for the exams. A study guide will be provided in advance of each exam. Questions will be a mix of multiple choice, true/false, essay questions, etc. The exams will not be cumulative. Exams will be timed and administered via Canvas.
2. **Business plan**: Throughout history, we have relied on the spirit of creative and entrepreneurial people to innovate our society. As part of this, you'll be responsible for thinking of an idea for a technology or a company and completing a one-page business plan to tell me and your classmates about your idea. I will provide a template for you to complete.
3. **Response papers**: You will write six response papers throughout the semester, related to the readings, and based on a prompt that I will provide. These papers will always be due at the end of each week – Fridays by 11:59 p.m. For these papers, I am interested in seeing your viewpoint and perspective, which needs to be backed up with evidence (i.e., sources like the peer-reviewed journal articles we read in class, news articles from credible sources, etc. that you have read, understood, and cited appropriately).
4. **Class participation/attendance**: Part of what makes class fun and engaging is lively discourse, so I am interested in hearing your perspectives, lived experiences, opinions, and feedback. Please share freely. Our class is a safe space to share, and I ask that everyone respect each other even if we happen to disagree.

### ***Late Assignment Policy***

It's important to submit assignments on time. Late assignments will lose 20% from the total points per each day that the assignment is late. I will not accept late assignments five days past the due date. This policy applies to all course assignments including exams.

### ***Communication about Grades***

Any discussions about grades must be done during office hours or by appointment. If for some reason you believe you deserve a higher grade, you must go through the following appeal process: To appeal your grade, you must: (1) wait 24 hours to contact me (i.e., I will not be answering questions about grades immediately after an assignment or exam has been returned); (2) set up a time to meet with me to discuss your grade; (3) email me the specific reason you would like to question or appeal your grade. In this email, you should include an argument for why you believe your work should be reviewed. It is not sufficient to say, "I think my paper is better than this grade indicates." Instead, you must point to specific examples that you think should be reviewed and provide evidence to support your claims. To appeal your grade, must contact me within one week of receiving your grade. I will not review grades re-submitted after this time has elapsed.

### ***Extra Credit***

Each student can earn 10 points on your lowest exam score by completing the extra credit assignment. I have multiple options for you to choose from. Directions for this opportunity are posted on our Canvas site.

### ***Course Evaluation***

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available [here](#). Students will be notified when the evaluation period opens and can complete evaluations through the email, they receive from GatorEvals, in their Canvas course menu under GatorEvals, or on [this website](#).

Assignment Category & Percentage	Point Value
Exams (45%)	Exam 1: 225 points Exam 2: 225 points
Response papers (35%)	Response paper 1: 50 points Response paper 2: 50 points Response paper 3: 50 points Response paper 4: 50 points Response paper 5: 50 points Response paper 6: 50 points
Business plan one-pager + presentation (15%)	150 points (100 for the plan and 50 for the presentation)
In-class participation + class attendance (10%)	100 points

#### IV. Evaluation & Grading Scale

Grades will be posted in the Canvas gradebook. However, you can calculate your grade at any time throughout the semester by adding up your points – the course is out of 1,000 total points.

Points	Percentage	Letter Grade
1000-930	100-93%	A
929-900	92.9-90%	A-
899-870	89.9-87%	B+
869-830	86.9-83%	B
829-800	82.9-80%	B-
799-770	79.9-77%	C+
769-730	76.9-73%	C
729-700	72.9-70%	C-
699-670	69.9-67%	D+
669-630	66.9-63%	D
629-600	62.9-60%	D-
599-0	59.9-0%	E

#### V. University Resources and Important Websites

[Click here](#) to access the latest Graduate School Academic Calendar to keep apprised of key dates.

##### ***E-Learning Technical Support***

If you experience issues with Canvas, please contact [E-Learning Technical Support](#) at 352-392-4357 (select option 2) or via e-mail [Learning-support@ufl.edu](mailto:Learning-support@ufl.edu).

##### ***Teaching Center***

If you need tutoring or assistance with improving your study skills, contact [the Teaching Center](#).

##### ***Writing Studio***

I encourage you to use [the Writing Studio](#) if you haven't already. Their staff helps you become a

better writer, researcher and communicator.

### ***UF Libraries***

If you need assistance with academic research consulting, accessing texts and other library-related services, [click here](#). The CJC Librarian is April Hines, so feel free to reach out to her with specific questions.

### ***Career Connection Center***

If you need career assistance and counseling in person or virtually, [click here](#) for more information.

### ***Mental Health Resources***

Mental health is an important public health topic. If you or someone you know are experiencing anxiety, depression, loneliness or just need to talk to someone, I encourage you to reach out to [U Matter, We Care](#) or the [UF Counseling and Wellness Center](#). If you don't feel comfortable reaching out to them, please let me know. I am happy to help.

#### VI. **Course Schedule** (subject to change based on course needs)

**\*Assignments and due dates are indicated in blue; all deadlines are in the Eastern time zone**

Class Date	Weekly Class Theme & Activities	What to Read; Assignment & Due Date
<i>Week 1</i> M 6/27	<b>CLASS MEETING</b>  <u>Introduction to Communication, Technology and Society;</u> <u>Student/instructor introductions</u>	<a href="#">The Medium is the Message (McLuhan, 1964)</a>
T 6/28		<a href="#">A Cultural Approach to Communication (Carey, 2009)</a>
W 6/29	<b>CLASS MEETING</b>	
TR 6/30		<a href="#">Do Artifacts Have Politics? (Winner, 1980)</a>
F 7/1		<b>Response paper 1 due on Canvas by 11:59 p.m.</b>
<i>Week 2</i> M 7/4	<u>Understanding The Role of Theories</u>  Have a happy and safe fourth of July holiday!	<a href="#">Diffusion of Innovations (Everett, 1983), p. 1-37</a>
T 7/5		<a href="#">Uses and Gratifications (Papacharissi, 2014)</a>
W 7/6	<b>CLASS MEETING</b>	
TR 7/7		<a href="#">Functions and Theories of Mass Communication</a>
F 7/8		<b>Response paper 2 due on Canvas by 11:59 p.m.</b>
<i>Week 3</i> M 7/11	<u>Self-Presentation and the Online World</u>	<a href="#">The Presentation of Self in Everyday Life (Goffman, 1959), p.</a>

		<a href="#">120-129</a>
T 7/12		<a href="#">Tweens' Wishful Identification and Parasocial Relationships with YouTubers (Tolbort &amp; Drogos, 2019)</a>
W 7/13	<a href="#">CLASS MEETING</a>	
TR 7/14		<a href="#">New Media, the Self, and Relationships</a>
F 7/15		Response paper 3 due on Canvas by 11:59 p.m.
<a href="#">Week 4</a> M 7/18	<a href="#">Semiotics: The Signs and Symbols that Help Us Communicate and Find Meaning</a>	<a href="#">Of Cigarettes, High Heels, and Other Interesting Things (Danesi, 2015). Ch. 1-3</a>
T 7/19		<a href="#">Of Cigarettes, High Heels, and Other Interesting Things (Danesi, 2015). Ch. 1-3</a> *same reading as above since it was multiple chapters  Business plan documents due tomorrow by 11:59 p.m.; presenting one-pagers in class tomorrow
W 7/20	<a href="#">CLASS MEETING</a>  <a href="#">Presenting one-pager business plans during class</a>	Business plan documents due by 11:59 p.m.
TR 7/21		<a href="#">The Use of Semiotic Storytelling in Advertising (Hutton, 2017)</a>
F 7/22		Response paper 4 due on Canvas by 11:59 p.m.
<a href="#">Week 5</a> M 7/25	<a href="#">Computers &amp; Connection; The Digital Divide</a>	<a href="#">How to Close the Digital Divide in the U.S. (Chakravorti, 2021)</a>
T 7/26		<a href="#">Video: How will AI Change the Cities We Live In? (BBC Ideas)</a>
W 7/27	<a href="#">CLASS MEETING</a>	
TR 7/28		<a href="#">When Computers Were Women (Light, 1999)</a>
F 7/29		Response paper 5 due on Canvas by 11:59 p.m.
<a href="#">Week 6</a>	<a href="#">Race, Age and Gender: Implications for</a>	<a href="#">Researchers just released profile</a>

M 8/1	<u>Society and Technology</u>	<a href="#">data on 70,000 OKCupid users without permission (Resnick, 2016)</a>
T 8/2		<a href="#">Race, again: How Face Recognition Technology Reinforces Racial Discrimination (Bacchini &amp; Lorusso, 2019)</a>
W 8/3	<u>CLASS MEETING</u> <u>End-of-semester faculty evaluation</u>	
TR 8/4		<a href="#">Millennials and Gen Z get Scammed More than their Grandparents, Sorry (Strachan, 2020)</a>
F 8/5	Last day of classes	<p>Response paper 6 due on Canvas by 11:59 p.m.</p> <p>Final Exam due on Canvas Sunday 8/7 by 11:59 p.m. (Exam is NOT cumulative)</p> <p>Extra credit due Sunday 8/7 by 11:59 p.m. (optional)</p>