COM 370: COMMUNICATION TECHNOLOGY AND SOCIAL CHANGE

Dr. Kim Neuendorf
Office: MU 241
Office phone: 687-3994
Office hours: 4-5:30 Tu, Th
and 10-11:30 Wed., & by appt.
email: k.neuendorf@csuohio.edu
website: http://academic.csuohio.edu/kneuendorf

OVERVIEW OF THE COURSE: The course studies the role of communication in societal change and the diffusion of innovations, with particular emphasis on new communication technologies and their ongoing convergence. Several perspectives will be examined in an exploration of how human communication can affect and effect change at individual, societal and cultural levels. First, different conceptual views of social change and its consequences will be presented, including the construct of "resistance to change." Second, the classic perspective on "diffusion of innovations" will be examined in an effort to understand how innovations (things and ideas perceived as new) are accepted or rejected by a society or by individuals. Third, the role of intercultural communication in the diffusion/change process will be examined. Fourth, radical political change and change in the controlled environment of the organization will be briefly examined. And throughout the course, the exciting area of social change through new media technologies will be addressed, applying theories and perspectives to case examples.

REQUIRED TEXTS AND READINGS:


Additional readings--short articles, outlines and summaries will be posted online throughout the term.

RECOMMENDED TEXT:


OTHER RECOMMENDED REFERENCE MATERIALS (MANY WILL BE ON RESERVE AT THE CSU LIBRARY):


EXAMINATIONS AND GRADING: Two exams, a take-home written exercise, and participation in class activities and projects will constitute the bases for evaluation in this course.

Each exam will be a combination of multiple-choice and short-answer/essay items. The final exam will be cumulative, but weighted much more heavily with material from the second half of the term. The take-home exercise (including a set of take-home essay items) will be distributed at least a week before the final exam, and is due at the final exam. All written exercises must be typed, double-spaced, and easily legible. Any referencing must be done with APA style (handout available from your instructor).

Class attendance will not usually be taken, but may be required on certain days as announced by me. And, you are at all times responsible for all lecture material, announcements, changes in assignments, and the like that might be presented in class. There will be no make-up exams, and written assignments and class activity materials will not be accepted late. Incompletes will not be granted except in the case of documented illness, in keeping with University guidelines.

Grading will be weighted as follows:
<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIDTERM EXAM</td>
<td>50 pts. (25%)</td>
</tr>
<tr>
<td>FINAL EXAM</td>
<td>50 pts. (25%)</td>
</tr>
<tr>
<td>TAKE-HOME WRITTEN EXERCISE</td>
<td>50 pts. (25%)</td>
</tr>
<tr>
<td>CLASS ACTIVITY PARTICIPATION</td>
<td>50 pts. (25%)</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>200 pts. (100%)</strong></td>
</tr>
<tr>
<td>WEEK</td>
<td>Topics</td>
</tr>
<tr>
<td>------</td>
<td>--------</td>
</tr>
</tbody>
</table>
| 1    | Introduction  
Conceptual views of change  
Planned Change  
Resistance to Change | Rogers 1-3 |
| 2    | Diffusion of Innovations: Intro.  
Diff. of Inn.: The innovation  
Diff. of Inn.: The individual  
Diff. of Inn.: The adopter  
Diff. of Inn.: The opinion leader  
Diff. of Inn.: The change agent | Rogers 4-9 |
| 3    | Diff. of Inn.: Consequences  
Diff. of Inn.: Applications to new media.  
Challenges to the Rogers model | Rogers 11 |
|      | Monday, June 14, in class | MIDTERM EXAM |
| 4    | Change across cultures  
Intercultural communication | |
| 5    | More new technologies | |
| 6    | Organizational change  
Political change | Rogers 10 |
|      | Friday, July 2, in class | FINAL EXAM and TAKE-HOME EXERCISE DUE |