

COM 370: COMMUNICATION TECHNOLOGY AND SOCIAL CHANGE

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Summer 2004 (first six-week session)

Class: MU 204

12:00-1:40, M-F

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 **effect** and **affect** 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:

Rogers, E. M. (1995). Diffusion of innovations (4th ed.). New York: The Free Press.

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

RECOMMENDED TEXT:

Lin, C. A., & Atkin, D. J. (Eds.). (2002). Communication technology and society: Audience adoption and uses. Cresskill, NJ: Hampton Press, Inc.

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

Alinsky, S. (1972). Rules for radicals. New York: Vintage.

Artz, L., & Kamalipour, Y. R. (Eds.). (2003). The globalization of corporate media hegemony. Albany, NY: State University of New York Press.

Benis, W. G., Benne, K. D., Chin, R., & Corey, K. E. (1976). The planning of change, third edition. New York: Holt, Rinehart and Winston.

- Brand, S. (1987). The media lab: Inventing the future at MIT. New York: Viking.
- Bucy, E. P., & Newhagen, J. E. (Eds.). (2004). Media access: Social and psychological dimensions of new technology use. Mahwah, NJ: Lawrence Erlbaum.
- Dizard, W. P. Jr. (1989). The coming information age: An overview of technology, economics, and politics, third edition. New York: Longman.
- Dizard, W. Jr. (1994). Old media, new media: Mass communications in the information age. New York: Longman.
- Everett, A., & Caldwell, J. (Eds.). (2003). New media: Theories and practices of digitextuality. London: Routledge.
- Fidler, R. (1997). Mediamorphosis: Understanding new media. Thousand Oaks, CA: Pine Forge Press.
- Friere, P. (1982). Pedagogy of the oppressed. New York: Continuum.
- Grant, A. E. (2000). Communication technology update (7th ed.). Boston: Focal Press.
- Green, L. (2002). Communication, technology and society. London: Sage.
- Harper, C. L. (1989). Exploring social change. Englewood Cliffs, NJ: Prentice-Hall.
- Jones, S. (Ed.). (2003). Encyclopedia of new media: An essential reference to communication and technology. Thousand Oaks, CA: Sage.
- Lievrouw, L. A., & Livingstone, S. (Eds.). (2002). Handbook of new media: Social shaping and consequences of ICTs. Thousand Oaks, CA: Sage.
- McLuhan, S., & Staines, D. (Eds.). (2003). Understanding me: Lectures and interviews/Marshall McLuhan. Cambridge, MA: MIT Press.
- Naisbitt, J. (1990). Megatrends 2000: The new directions for the 1990's. New York: Morrow.
- Postman, N. (1993). Technopoly: The surrender of culture to technology. New York: Vintage Books.
- Postman, N. (1999). Building a bridge to the 18th century: How the past can improve our future. New York: Alfred A. Knopf.
- Riva, R., Davide, F., & Ijsselsteijn, W. A. (Eds.). (2003). Being there: Concepts, effects and measurements of user presence in synthetic environments. Washington, DC: IOS Press.

Salvaggio, J. L., & Bryant, J. (1989). Media use in the information age. Hillsdale, NJ: Lawrence Erlbaum.

Stewart, C. J., Smith, C. A., & Denton, R. E. Jr. (1994). Persuasion and social movements, third edition. Prospect Heights, IL: Waveland Press, Inc.

Tittel, E., & James, S. (1996). HTML for dummies, second edition. Foster City, CA: IDG Books Worldwide, Inc.

Vago, S. (1989). Social change, second edition. Englewood Cliffs, NJ: Prentice-Hall.

Watzlawick, P., Weakland, J., & Fisch, R. (1974). Change: Principles of problem formation and problem resolution. New York: W.W. Norton.

Whitehouse, G. E. (1986). Understanding the new technologies of the mass media. Englewood Cliffs, NJ: Prentice-Hall.

Williams, F. (1982). The communications revolution. Beverly Hills, CA: Sage.

Williams, F. (1987). Technology and communication behavior. Belmont, CA: Wadsworth.

Williams, F. (1989). The new communications, second edition. Belmont, CA: Wadsworth.

Williams, F. (1991). The new telecommunications: Infrastructure for the information age. New York: Free Press.

Zaltman, G., & Duncan, R. (1977). Strategies for planned change. New York: Wiley.

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:

MIDTERM EXAM	50 pts. (25%)
FINAL EXAM	50 pts. (25%)
TAKE-HOME WRITTEN EXERCISE	50 pts. (25%)
CLASS ACTIVITY PARTICIPATION	50 pts. (25%)
TOTAL	200 pts. (100%)

TENTATIVE COURSE SCHEDULE:

<u>WEEK:</u>	<u>Topics:</u>	<u>Chapters:</u>
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		