



Debate Society
College of Arts and Sciences
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COMMUNICATION 328-50
3.0 credits
Introduction to Urban Communication
Summer 2016

Instructor Tiffany Dillard-Knox

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Required Texts:

Rios, Diana and Mohamed (2003). *Brown and Black Communication: Latino and African American Conflict and Convergence in Mass Media*. Greenwood Publishing Group.

Handouts

NATURE OF THE COURSE

The Department of Communication offers a liberal arts degree in the study of the process of communication. Our core curriculum consists of six courses and is designed to achieve the department's mission, the essence of which is to acquaint the student with key issues and contexts associated with communication.

The course is an elective that studies communication as it relates to the culture of urban communities. There will be emphasis on the areas of cross-cultural relations, rhetoric and language, media, education/organizations.

The course will be organized into 5 sections: An Introduction to Urban Communication; interpersonal communication in an urban environment; media/news communication in an urban environment; education in an urban environment; and internet use in an urban environment. There will be lecture notes and a written assignment which engages the major implications of that section. Weekly materials will always be posted on Monday at noon.

COURSE OBJECTIVES AND OUTCOMES

The major goal of this course will be an analysis of communication and identity of African American, Latinos, Women and other marginalized groups. This course will focus on understanding the role communication plays in shaping the identity of communication groups.

EVALUATION

GRADING SCALE: A+ =490; A= 460; A- = 450 points;
 B+= 440; B = 410; B- = 400;
 C+ = 490; C = 360; C- = 350;
 D+ = 340; D = 310; D- = 300;

Evaluation:

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| 1) “Communication in My City”(4 assignments/100 pts. Each) | 400 points |
| 2) Discussion Board (10 boards/ 10 pts. Each) | 100 points |

Total	500 points
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LATE ASSIGNMENTS: Generally, not allowed unless you can provide an emergency (with written documentation) or University-sponsored absence notice. I will consider allowing late assignments at my discretion only with a 25% penalty, no exceptions.

DISCUSSION BOARD

There will be 10 questions posted on the discussion board throughout the semester on a variety of topics related to the course and to your readings. There will be one discussion board question for each week with the exception of the weeks that you have “Communication in my City” assignments due. You will be required to post a reply to each of these questions; see schedule for due dates and times. **NO LATE ENTRIES.** Entries should generally be between 100 and 200 words. Utilize outside information, but recognize that any citations must be succinct, as you are being graded based on *your* contributions. In addition, discussion needs to engage with the weekly readings, so please try to make specific references to the *content* in the readings. A good entry adds some new insight and furthers the discussion in a meaningful way. The more your position is grounded in verifiable evidence and specifics, the higher the score.

“COMMUNICATION IN MY CITY”

In these assignments, each student will select a city. In each section of the course, you will be asked to provide information about that city as it relates to the course material.

You will select one of the top thirty largest urban areas in the United States and do one written report per section regarding communication patterns of marginalized groups. These will equal 100 points per section for a total of 400 points. Here is a website for a list of the top thirty cities in the United States. Only one person per city. Requests will be honored on a first come, first serve basis. You have received a city when I reply via email to your email request. I will post a list of who has selected what cities.

http://en.wikipedia.org/wiki/List_of_United_States_cities_by_population

Here are the four Communication in my City (CIC) assignments:

CIC 1- Collect demographic data on identity in your urban area broken down by race; gender; class; religion; and sexual orientation. Pick two groups from your demographic data (based on race, gender, class, religion and/or sexual orientation). Identify and discuss at least one aspect of both transmission and ritual communication for each group. Use evidence to support your arguments.

CIC 2- Pick a media problem in the city you are studying similar to the ones in chapters 5-12 in Rios and Mohamed (i.e. lack of representation of different social groups on news programs.(ch.7)) Research how this affects the demographic groups in the city you are studying. Identify and discuss at least one aspect of both transmission and ritual communication for each group. Use evidence to support your arguments.

CIC 3- Research and describe in detail a major education difference or controversy in the city you are studying that involves the two demographic groups you selected in section 1. Now analyze the effect this difference or controversy in education has on each group. Identify and discuss at least one aspect of both transmission and ritual communication for each group. Use evidence to support your arguments.

CIC 4: Research and describe a website containing ritual communication information about each of the demographic groups you are studying. Then, find an internet source that communicates transmission information about the city you are studying. Compare and contrast three websites, identifying and discussing aspects of both transmission and ritual communication for each group. Use evidence to support your arguments.

Each of these assignments needs to be 3-5 pages in length, typed, double-spaced and in 12 pt. font. It is required that you post them on the discussion board in order for others to reply.

Title IX/Clery Act Notification

Sexual misconduct (sexual harassment, sexual assault, and sexual/dating/domestic violence) and sex discrimination are violations of University policies. Anyone experiencing sexual misconduct and/or sex discrimination has the right to obtain confidential support from the PEACC Program 852-2663, Counseling Center 852-6585 and Campus Health Services 852-6479.

Reporting your experience or incident to any other University employee (including, but not limited to, professors and instructors) is an official, non-confidential report to the University. To file an official report, please contact the Dean of Student's Office 852-5787 and/or the University of Louisville Police Department 852-6111. For more information regarding your rights as a victim of sexual misconduct, see the Sexual Misconduct Resource Guide (<http://louisville.edu/hr/employeerelations/sexual-misconduct-brochure>).

WEEKLY SCHEDULE OF EVENTS

May 31	<p>SECTION ONE: Introduction to Urban Communication</p> <p>Week 1- Syllabus; Expectations in Course; Course design; My City assignment; What is Urban Communication?</p> <p>Reading Assignment: Carey Article- Communication as Culture</p>
	<p>SECTION TWO: Interpersonal Communication in an Urban Setting</p> <p>Week 1</p> <p>Reading Assignment: Rios, Ch. 1-2, pp.1-25</p> <p><i>Due: Discussion Board #1 Friday, June 3 by 8:00pm.</i></p>
June 6	<p>SECTION TWO: Interpersonal Communication in an Urban Setting</p> <p>Week 2</p> <p>Reading Assignment: Rios, Ch. 3-4, pp. 27-54</p> <p><i>Due: Discussion Board #2 Wednesday, June 8 by 8:00am</i></p>
June 13	<p>SECTION TWO: Interpersonal Communication in an Urban Setting</p> <p>Week 3</p> <p><i>Due: Communication in My City assignment #1 Thursday, June 16 by 11pm</i></p>
June 20	<p>SECTION THREE: Media and News in an Urban Setting</p> <p>Week 4</p> <p>Reading Assignment: Rios, Ch. 5-7, pp.57-91</p> <p><i>Due: Discussion Board #3 Wednesday, June 22 by 8:00am</i></p>
	<p>SECTION THREE: Media and News in an Urban Setting</p> <p>Week 4- A cultural perspective of urban gender and sexuality</p>

	<p>Reading Assignment: Rios, Ch. 8-10, pp. 93-142</p> <p><i>Due: Discussion Board #4 Friday, June 24 by 8:00pm</i></p>
June 27	<p>SECTION THREE: Media and News in an Urban Setting</p> <p>Week 5 -</p> <p>Reading Assignment: Rios, Ch. 11-12, pp. 145-173 4th of July Holiday</p> <p><i>Due: Discussion Board #5 Wednesday, June 29 by 8:00 am</i></p>
July 4	<p>SECTION THREE: Media and News in an Urban Setting</p> <p>Week 6-</p> <p><i>Due: Communication in My City assignment #2 Friday, July 8 by 8:00pm</i></p>
July 11	<p>SECTION FOUR: Education in an Urban Setting</p> <p>Week 7-</p> <p>Reading Assignment: Rios, Ch. 13-14, pp. 177-201</p> <p><i>Due: Discussion Board #6 Wednesday, July 13 by 8:00am</i></p>
	<p>SECTION FOUR: Education in an Urban Setting</p> <p>Week 7-</p> <p>Reading Assignment: Rios, Ch. 15, pp. 203-215</p> <p><i>Due: Discussion Board #7 Friday, July 15 by 8:00pm</i></p>
July 18	<p>SECTION THREE: Education in an Urban Setting</p> <p>Week 8-</p> <p><i>Due: Communication in My City assignment #3 Tuesday, July 19 by 8:00am</i></p>
	<p>SECTION FIVE: Computer Communication in an Urban Setting</p> <p>Week 8-</p> <p>Reading Assignment: Graham and Marvin, Ch. 5, pp. 171-205</p>

	<i>Due: Discussion Board #8 Friday, 22 by 8:00pm</i>
July 25	<p>SECTION FIVE: Computer Communication in an Urban Setting</p> <p>Week 9-</p> <p>Reading Assignment: Graham and Marvin, Ch. 5 pp. 205-237</p> <p><i>Due: Discussion Board #9 Wednesday, July 27 by 8:00am</i></p>
	<p>SECTION FIVE: Computer Communication in an Urban Setting</p> <p>Week 9-</p> <p>Online Assigment: Gender in Cyberspace</p> <p><i>Due: Discussion Board #10 Friday, July 29 by 8:00pm</i></p>
Aug 1	<p>SECTION FIVE: Computer Communication in an Urban Setting</p> <p>Week 10-</p> <p><i>Due: Communication in My City assignment #4 Friday, August 5 by 8:00am</i></p>
Aug 9	Last Day of classes