COGN 20: Introduction to Communication  
University of California, San Diego  
Summer Session I 2012

Lecture: M, T, W, Th 2:00pm-3.20pm  
Room: SOLIS 109  
Lecturer: Hannah Dick  
Office: Communication Building, Room 229D  
Office Hours: Tuesdays and Thursdays 3.20-4.20, or by appointment  
Email: hdick@ucsd.edu

Section: Thursday 10:00am-11:50am  
Room: WLH 2115  
TA: John Armenta  
Office: Mandeville Coffee Cart  
Office Hours: Wednesdays, 12.45-1.45  
Email: jearmenta@ucsd.edu

Course Description
COGN 20 is the introductory course for the UCSD Department of Communication. This course provides the foundational concepts and theories that you will need to take further courses in the department, and provides a strong critical basis for other courses in the humanities and social sciences. We explore what communication is and various approaches to studying it. This course is also meant to introduce students to the different elements of the undergraduate curriculum. How is communication 1) an interpretive strategy, 2) a situated practice, and 3) a social formation? COGN 20 provides an introduction to the major issues, debates, and concepts in the fields of communication and critical media studies.

Course Requirements and Policies
• Attendance at all lectures and sections is required. Be on time!
• Check your email regularly (i.e., daily). This is the primary method by which we communicate announcements and changes to the course schedule.
• You are responsible for all material covered in both lecture and section.
• You are expected to participate in discussions during lecture and section.
• Read all assigned texts before the lecture for which they have been assigned.
• Laptops are allowed in lecture for taking notes, accessing course materials, and doing research related to the lecture. Use of your laptop for any other purpose will result in the revocation of this privilege. All other electronics must be turned off during lecture.
• Food and drink are allowed in class.
• The lecturer and teaching assistant will work together in assessing your performance. If you have any concerns about your grade, please do not hesitate to confer with us.

Students with Different Needs
To obtain services from the Office for Students with Disabilities (OSD), you will need to apply to that office directly. To start this process you may go to the OSD office in Building 985 behind Center Hall on Gilman Drive (between Library Walk and Myers
Drive); go to the OSD website (http://osd.ucsd.edu) and click on “How to Apply for Services”; or call (858) 534-4382 (Voice/TDD). For all other kinds of issues or concerns that you feel might affect your performance in this class, please inform me or your TA immediately. We are happy to assist and talk with you.

Academic Integrity
“Integrity of scholarship is essential for an academic community. The University expects that both faculty and students will honor this principle and in so doing protect the validity of University intellectual work. For students, this means that all academic work will be done by the individual to whom it is assigned, without unauthorized aid of any kind. Instructors, for their part, will exercise care in planning and supervising academic work, so that honest effort will be upheld.”

As a UCSD student you are expected to complete the course in compliance with the instructor’s standards through your own honest effort. You shall not, for example:

◦ Knowingly procure, provide, or accept any unauthorized material that contains questions or answers to any examination or assignment to be given at a subsequent time.

◦ Complete, in part or in total, any examination or assignment for another person.

◦ Knowingly allow any examination or assignment to be completed, in part or in total, for yourself by another person.

◦ Plagiarize or copy the work of another person and submit it as your own work.

◦ Employ aids excluded by the instructor in undertaking course work or in completing any exam or assignment.

◦ Alter graded class assignments or examinations and then resubmit them for regrading.

◦ Submit substantially similar material in more than one course without prior authorization.

The first reading assignment for the Course:
Appendix II: UCSD Policy on Integrity of Scholarship
http://www-senate.ucsd.edu/manual/appendices/app2.htm
Feel free to set up an appointment with me if you need clarification on these principles.
**Course Assessment:**

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<thead>
<tr>
<th>Assessment</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Section</td>
<td>20%</td>
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<tr>
<td>Media Assignment</td>
<td>20%</td>
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<tr>
<td>Midterm</td>
<td>25%</td>
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<tr>
<td>Final Exam</td>
<td>35%</td>
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**Grading Scale:**

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>100-98</td>
<td>A+</td>
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<tr>
<td>97-93</td>
<td>A</td>
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<tr>
<td>92-90</td>
<td>A-</td>
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<tr>
<td>89-88</td>
<td>B+</td>
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<tr>
<td>87-83</td>
<td>B</td>
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<td>82-80</td>
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<td>72-70</td>
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<tr>
<td>69-60</td>
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<td>59-0</td>
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**Section Grade (20%):** This grade represents your participation in lecture and section. To do well on this portion of your grade you need to show up to class and section, be prepared, and participate by asking questions and offering ideas during discussion. If you are particularly shy or afraid to speak up in class, please make arrangements to see Hannah or the TA during office hours so we can devise an alternative mode of participation.

**Media Assignment (20%):** This assignment has two components.

During the first two weeks of class you will be paired up with a classmate and the two of you are required to produce a series of interesting photos that involve communication. Create original images by taking photos, painting, drawing, or combining other images in a collage. Do not simply take images found on Google images. Try to avoid really boring photos (i.e., two people are having a conversation) and try to come up with an image that could be interpreted in multiple ways. Pick one photo and bring in a hard copy at the end of week 2 (Imprints, located in the bookstore, will print color photos for very cheap!).

The second component of the assignment is to write a 2-page analysis of an image produced by another pair of students. You must use at least one reading from the class in your analysis, and both students must contribute to the analysis. Your grade will reflect both the quality of your own image as well as your written analysis of someone else’s. This is due on Monday, July 30th. *Late assignments will be docked one-third of a letter grade per day (i.e., a B+ becomes a B, then a B-, and so on)*

**Midterm (25%):** In-class on July 19. The midterm exam will test you on material from the readings, lecture, and section.

**Final Exam (35%):** Saturday, August 4. There will be no make-up finals, as grades are due immediately after the exam. Make sure you are free on August 4th.
Course Schedule

Please note that this schedule may change as the term progresses. All changes will be announced in class or via email.

All readings are available on the UCSD library’s e-reserves website at http://reserves.ucsd.edu/eres/coursepage.aspx?cid=19366&page=docs

*pay attention to page numbers! Often times what is on the e-reserves page is a longer segment than you are being asked to read.

Introduction to Communication

2 July – Introduction to the Course

3 July – What is communication and how do we study it?


4 July – We Love America Holiday (no class)

5 July – The rise of communications research in the USA


9 July – A philosophical approach to communication


10 July – Journalism and framing the news


Communication as an Interpretive Practice

11 July – The Culture Industry


12 July – Representation and meaning
*your images are due in hard copy at the beginning of lecture today*


16 July – Photography


Communication as a Situated Practice

17 July – Performance of self


18 July – The politics of language


19 July – **MIDTERM** in-class

23 July – Semiotics


24 July – The semiotics of clothing


**Communication as a Social Formation**

25 July – Public opinion and the public sphere


26 July – Power


**Communication in Broader Perspective**

30 July – Globalization

*your image analysis is due at the beginning of lecture today*


31 July – Modernity

1 August – Communication in the digital age


2 August – review and wrap-up

4 August (Saturday) – **FINAL EXAM** 3:00pm-5:59pm