Communication History: An Introduction

June 25
History helps us understand people and societies.

History helps us understand change and how the society we live in came to be.

History is filled with great stories; it is artistic and entertaining.

History provides identity.
bureaucratic business
why history
communication history
extensions
memories
practice
SKIMMING EXERCISE - part 1 - the textbook

skim ≠ sloppy reading
skim = disciplined activity

- KEEP IN MIND - the objective of the course and topic to keep on track
- READ - introductions, subheads, first sentences, last sentences (and last paragraphs before the next section), conclusions
- SCAN - look for key words / “sign posts”
  - bullet points / lists
  - sentences that sum up what’s ahead, lessons to learn
  - Key people / events / institutions (or companies)
  - words like “As a result,” “The idea,” “argument,” “significant,” “important,” etc
- MARK / WRITE in the book -
  - underline, circle, arrows, lines --- with a pen / pencil !!
SKIMMING EXERCISE

part 2: historical analysis/narrative

10 minutes to:

➔ skim through Starr’s introduction
➔ write out
  • key terms he used; what they mean
  • a 1 sentence summary of his argument / frame for the book
  • select 1 quote that you think is representative of his argument

SCAN - look for sign posts like:

➔ “by this, I mean...” / ”my premise is....”
➔ “the aim / goal is to...”
➔ “I argue” / “The argument is...”
➔ definitions / “‘X’ is defined as...”
➔ words that indicate lists, such as “One aspect, ” “Another source,” “Lastly,”
➔ italicized words; oft repeated terms
"The rise of modern communications is usually told as a narrative of revolution...
a 'communications revolution' is a radical change in both communications and society resulting from the introduction of a new medium"

- Starr p.4

"Constitutive choices are choices about how things are built and how they work- their design and rules of operation. In the case at hand, these are choices about the material and institutional framework of communication and information"

Starr, p4
have CURIOSITY

make CONNECTIONS

avoid PRESENT MINDEDNESS