ENGL/TCOM 370 – Artificial Intelligence and Communication

CIP Code: 09.99

Created by: Eunju Yu, Ph.D.
A. **TITLE:** Artificial Intelligence and Communication

B. **COURSE NUMBER:** ENGL/TCOM 370

C. **CREDIT HOURS** (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity):

Credit Hours: 3  
Lecture Hours: 3 per Week  
Course Length: 15 Weeks

D. **WRITING INTENSIVE COURSE:** Yes ☒  No ☐

E. **GER CATEGORY:** None: ☒  Yes: ☐

F. **SEMESTER(S) OFFERED:** Spring & Fall

G. **COURSE DESCRIPTION:**

In this interdisciplinary course, students advance their Artificial Intelligence (AI) literacy and communication skills in the age of AI. Students explore the intricate interplay between AI, the humanities, ethics, and personal expression. Students acquire a deeper understanding of the history and applications of Artificial Intelligence through various readings from a non-technical point of view. Students analyze human-AI interactions through a humanistic lens and apply research skills to delve into the ethical dimensions of Generative AI, including Chatbots’ hallucinations, bias, data privacy, copyright, and more. Students apply various writing techniques to forge a distinctive writing voice with or without AI assistants.  

NOTE: Chatbots are a type of AI using a large language model to generate human-like content (e.g., ChatGPT).

H. **PRE-REQUISITES:** ENGL 101  
   **CO-REQUISITES:** None

I. **STUDENT LEARNING OUTCOMES:**

By the end of this course, the student will be able to:

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<thead>
<tr>
<th>Course Student Learning Outcome [SLO]</th>
<th>PSLO</th>
<th>GER</th>
<th>ISLO</th>
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<tbody>
<tr>
<td>a. Explain the history and applications of Artificial Intelligence</td>
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<td>2[CA]</td>
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<td>b. Analyze human-AI interaction and collaboration using common terms in the humanities</td>
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<td>2[CA]</td>
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<td>c. Apply research skills to identify and critically assess ethical issues surrounding AI</td>
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<td>2[CA]</td>
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<td>d. Craft a well-reasoned solution for a specific AI-related ethical dilemma in a distinct and engaging manner through persuasive writing.</td>
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<td>1[W]</td>
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<tr>
<td>KEY</td>
<td>Institutional Student Learning Outcomes</td>
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<td>ISLO #</td>
<td>ISLO &amp; Subsets</td>
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<td>Communication Skills</td>
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<td>Oral [O], Written [W]</td>
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<td>Critical Thinking</td>
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<td>Critical Analysis [CA],</td>
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<td>Inquiry &amp; Analysis [IA],</td>
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<td>Problem Solving [PS]</td>
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<td>Foundational Skills</td>
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<td>Information Management [IM],</td>
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<td>Quantitative Lit./Reasoning [QTR]</td>
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<td>Social Responsibility</td>
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<td>Ethical Reasoning [ER],</td>
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<td>Global Learning [GL],</td>
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<td>Intercultural Knowledge [IK],</td>
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<td>Teamwork [T]</td>
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<td>Industry, Professional, Discipline Specific Knowledge and Skills</td>
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J. Applied Learning Component: Yes ☒ No ☐

Research and Creative Works

K. Texts:
(Representative texts; texts chosen by the instructor)


McCarthy, J. (2007). What is artificial intelligence?

http://www-formal.stanford.edu/jmc/whatisai.pdf


U.S. Copyright Office. (2023). What is Copyright?

REFERENCES:
(Representative references chosen by the instructor)


Online writing lab at Purdue University -- http://owl.english.purdue.edu/owl/resource/679/01/

OpenAI. (2023 b). *ChatGPT* (November 30, 2022 version) [Large language model]. https://chat.openai.com/chat

M. EQUIPMENT: None

N. GRADING METHOD: A-F

O. SUGGESTED MEASUREMENT CRITERIA/METHODS:
   Assignments
   Participation
   Projects
   Quizzes

P. DETAILED COURSE OUTLINE:

   I. Introduction to Artificial Intelligence (AI)
      A. Basics of AI
      B. Machine Learning
      C. Generative AI (e.g., ChatGPT)
      D. Applications of AI
      E. Opportunities and Challenges of AI

   II. The Humanistic Lens on Artificial Intelligence
      A. Fundamentals of Humanities
      B. Human-created, AI-assisted, and AI-generated
      C. Humanistic Thinking vs. AI algorithm
      D. AI and Morality
E. AI, Fairness, and Inclusiveness
F. The Future of Artificial Intelligence

III. AI, Ethics, and Authorship
   A. Ethical issues surrounding AI technologies
   B. Originality, Authorship, and Ownership
   C. Copyright and Plagiarism

IV. Communication in the Age of AI
   A. Crafting a unique voice
   B. Ethics in Communication
   C. Misinformation, Disinformation and Mal-Information

Q. LABORATORY OUTLINE: None