Communication 349/549:
Terrorism and Communication

January 4, 2016 – January 20, 2016

Winterim 2016
UW – Stevens Point
Division of Communication

Contact Information
Instructor: Cade Spaulding, Ph.D.
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Office Hours: 10am – 11am, Monday - Friday

Course Description
Communication is the process of developing shared meaning through symbolic exchange. Some symbols are linguistic; some are captured in colors, art, and pictorial images. Still others are embodied in nonverbal body language, routine behaviours, organizational processes, & public actions. Regardless of the symbolic vehicle being used, the purpose of any symbol is to facilitate the delivery of meaning – informative and persuasive, peaceful and violent. In this course we will study terrorism as a dynamic process of communication. Specifically we will look at areas of communication influencing how terrorists and terrorist organizations achieve their goals and how domestic and international audiences makes sense of and respond to those actions.

Learning Outcomes
Upon completion of this course, students will be able to:

1. **Describe** sociological, psychological, and communicative concepts connected to terrorism.
2. **Explain** the relationship between communication, terrorism, and counterterrorism.
3. **Analyze** a terrorist attack using course concepts and theories.

Required Course Materials

- **Textbook**: Matusitz, J. (2013) *Terrorism and Communication*. Thousand Oaks, CA: Sage. *ISBN: 9781452240282.* (purchase via campus bookstore; purchase/rent via online book sellers such as amazon; overview of chapters available via google books)
- **Multi-Media Materials**: Available online through Communication 349/549: Terrorism and Communication D2L portal. See "Accessing D2L Online Material" in this syllabus for instructions on accessing this material.

Online Course Information

<u>Communicating in an Online Course</u>
Most online communication in this course will be "*asynchronous*" via emails, discussion postings, assignment feedback, etc. Students must take more initiative in their educational experience by contacting the professor when they have questions to succeed in online courses.

Online courses involve both technology and content. Please contact the UWSP Help Desk for technology and D2L access issues. I will be available for all course content, curriculum, and grading questions.

<u>UWSP Help Desk Technology Support:</u>

Web Address: http://www4.uwsp.edu/IT/helpdesk/index.aspx
Campus Office: 023 Learning Resource Center (LRC)
Phone (Local Call): 715.346.HELP (4357)
Phone (Long Distance): 1.877.832.8977
Email: helpdesk@uwsp.edu

<u>Online Course Ettiquette</u>

1. **Keep all online communication** inclusive, respectful, course-centered, professional, and free of offensive language including: profanity, vulgarity, and stereotyping. I'm confident we can create a comfortable and supportive online learning environment for everyone.
2. **Avoid "Reply All" when emailing** – no one likes having their inboxes filled with unnecessary emails.
3. **Check your campus email account and course D2L site daily** for updates, announcements, and forum discussions.

<u>Assignment Deadlines:</u>
Assignment deadlines are included to ensure students do not fall behind and are actively engaged in assigned course study materials. Deadlines are posted under "Graded Activities" (below) and on the Course Calendar. **<u>All written assignments</u>** <u>should be submitted</u> **<u>via D2L dropbox</u>**, **<u>on time</u>**, <u>and in</u> **<u>.pdf format</u>**. *<u>I don't accept emailed assignments.</u>*

<u>Tentative Email Schedule:</u>
I check and respond to emails frequently each day we are scheduled for class. However, I typically check/respond to emails each morning, mid-day and late afternoon. I rarely check email on weekends and block off time for my family each evening after 5pm. Students with legitimate circumstances (full-time day job, etc.) that restrict course activity to evening hours will be accommodated on individual need, reasonable advance request, and my availability.

Accessing D2L Online Material*

Step 1: Go to the UWSP homepage (www.uwsp.edu)

Step 2: Click on "D2L" and then "UWSP Account"

Step 3: Enter your UWSP Login ID and Password, then click "Login"

Step 4: Select "COMM 349/549: Terrorism and Communication" from the list of Winterim courses you are taking.

Contact UWSP Help Desk if you need further assistance accessing D2L.

Graded Activities

Graded Assignments	% Final Grade	Due Date
Chapter Quizzes (via D2L)	20%	Ch. 1-9 (Jan. 8 @ 11:59pm) Ch. 10-16 (Jan. 15 @ 11:59pm)
Connection Pages (#1, #2) (via D2L Dropbox)	20%	#1 (Jan. 8 @ 11:59pm) #2 (Jan. 18 @ 11:59pm)
Terrorist Application Paper	60%	Jan. 20 @ 11:59pm

Final Letter Grade Percentage Distributions
(Final letter grades will be assigned using this percentage scale)

Letter	Percentage Points
A =	100 - 93
A- =	92 - 90
B+ =	89 - 87
B =	86 - 83
B- =	82 - 80
C+ =	79 - 77
C =	76 - 73
C- =	72 - 70
D+ =	69 - 67
D =	66 – 63
D- =	62 - 60
F =	59 - 0

Assignment Descriptions

Chapter Quizzes: Each chapter assigned includes an end-of-chapter quiz. Quizzes are short answer and timed (limit of 1 hour, but it should only take about 20-30 minutes per quiz if you've studied the chapter well before starting). Quizzes are open to take on the first day of class and you can take them any time before the closing date posted on the Course Calendar. After the closing date passes the quizzes will no longer be available for credit.

Connection Paper: These are short analysis papers (Undergraduate @2 pages each; Graduate @ 4 pages each) that help you connect what you are learning via the textbook chapters with real-world terrorist events using the multi-media resources located on D2L. These resources are organized thematically as "Packets" and listed under the chapter headings in the "Course Content" tab in D2L. To complete this paper you will need to:

> **STEP 1:** Complete a "packet" of podcasts, videos, and/or reading materials related to a particular chapter heading under the "Content" tab in D2L. **Material found in thematic chapter packets are designed to take 1 or more hours to complete all mult-media materials.** Ensure you have completed all the multi-media materials in each packet or you will lose points on the paper you submit.

> **STEP 2:** Write the Connection Paper
> 1. Follow the written material guidelines found in this syllabus and title your paper as "Connection Paper #1, or #2".
> 2. Describe (in detail) what you watched, listened to, and/or read (about 1 page). Use the title of the video, podcast, or article in your description.
> 3. Analyze how the multi-media material you completed demonstrates the concepts or theories you've learned from the assigned chapter materials.

There is far more material than you will have time to get through (at least, that's what I'm aiming for) so you get to choose what you want to learn about. You are welcome to move through as much of the material as you would like, depending on your time and interest, but **you are only required to do 2 of these activities for course credit**.

Terrorist Application Paper: The final paper (Undergraduate @ 8-10 pages; Graduate @ 15-20 pages) has 2 parts:

> PART 1: Terrorist Attack Case-Study
>
> Research and write (30% - 40% of total paper) about a terrorist attack of your choosing (or several closely connected attacks by the same group). You must choose and submit a topic commitment via the D2L discussion forum (see course calendar for due date). I must review and approve topics Examples of possible terrorist attacks to choose from are listed below (these are just a few suggestions - you may come up with other ideas):
> - ISIS (Paris, San Bernadino, etc.)
> - 911 Attack on World Trade Centers
> - 2008 Attack on Mumbai
> - 2004 Bombing of Commuter Trains in Madrid
> - 2013 Boston Marathon Bombing
> - 2012 Boko Haram bombings in Kano, Nigeria
> - Eco-Terrorism (e.g., Earth Liberation Front) & Extreme Animal-Rights Activists
> - "Army of God" anti-abortion violence
> - Terrorist actions of the Aryan Nations
> - 2007 Glasgow International Airport Attack
> - Unabomber Attacks
> - Oklahoma City Bombing
> - Centennial Olympic Park Bombing
> - Wisconsin Sikh Temple Shooting

PART 1 MUST INCLUDE a minimum of **5 credible outside sources** directly related to the terrorist organization/event you have chosen (**CANNOT use textbook as a "source"**). "A" and even "B" papers will have more than 5 highly credible outside sources.

I have included a list of terrorist organizations on D2L and several helpful links to additional resources to get you started in your research. There are also many multi-media resources on several organizations available under the "Content" tab on D2L.

Choose a terrorist group early on and start researching. Ask UWSP librarians for help locating information on the group you choose! Contact me if you have questions or need help.

PART 2: Communication Analysis

In Part 2 of the paper (60% – 70% of total paper) you will analyze the terrorist organization/event(s) in Part 1 using the communication principles you have learned in this course. Papers must apply at least 3 unique dimensions of communication covered in this course as part of this analysis.

Dimensions of communication used to understand terrorism include:

Symbolism of Terrorism,
Role of Mass Media in Terrorism,
Social Construction of Terrorism,
Group Dynamics (Recruitment, Social Identity, etc.),
Organizational Communication (Structure, Leadership, etc.),
Interpersonal Communication (Hostage Negotiation, Relationship Building, etc.),
Technology & Terrorism,
Globalization and Terrorism,
Crisis Communication and Terrorism, etc.

Be Sure to:
1. Support your explanations with clear evidence and reasoning. Identify and define all concepts and theories you use. Show me you know what you are talking about.
2. Follow the "written work guidelines" listed in the syllabus closely.
3. Utilize the campus writing lab to double check grammar, spelling, citation, etc.

Graduate students must complete all quizzes and paper assignments listed above. I've included paper length guidelines for these assignments but I care more about the quality of your analysis/synthesis, demonstrated understanding of course concepts/theories, and strength of your thesis/argumentation/support than I do in mechanically a set number of pages.

The final paper should be a graduate case analysis of an ISIS terrorist event. Source material should be highly credibile, meaningful, and sufficient to demonstrate graduate level research expectations. This paper should be a critical analysis of your chosen terrorist case study event, theoretically grounded in primary source research based on 1 or 2 theories of communication connected with the course reading. Your paper should have a clear thesis supported by sound arguments and be free of grammar, spelling, or citation errors. All work should be in APA style.

Course Policies

Written Material Guidelines: All written material in this class should be typed and conform to the following written guidelines unless otherwise stated on the assignment:

1. **MUST be in .PDF format**
2. Times New Roman
3. 12pt. font
4. 1" margins
5. double-spaced formatting
6. page numbers
7. APA citation style (for guidelines see:
   https://owl.english.purdue.edu/owl/resource/560/01/)
8. Complete "References" page (APA doesn't use the title "Bibliography" or the title "Works Cited")
9. Final draft form (free from grammar, formatting, citation, or spelling errors)
10. All written materials should also include a formal title page with the following information:
    - Your Name,
    - Submission Date,
    - Course Title
    - Title of Assignment (give your paper a "title" that fits your content and thesis)

Americans with Disabilities Act (ADA) Policy Statement
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities.

Academic Integrity: I expect all students to do their own work in this course unless I explicitly direct otherwise and to uphold principles of honesty, integrity, and hard work. Plagiarism will not be tolerated. Please speak with me personally and/or refer to the UWSP Code of Ethics if you have any questions about the ethics of your conduct in this class.

Winterim 2016 Course Calendar

(This is a tentative schedule and may change based on student need at instructors discretion.)

Week	Day	Topics	Assigned Activities
1	Monday, January 4	**Defining Terrorism**	**Reading**: Ch. 1 (Matusitz) **Watch/Listen**: 3 Posted D2L Multi-Media Resources **Quiz**: Chapter 1
	Tuesday, January 5	**Fundamentals of Terrorism and Communication** – *Communication and Terrorism* – *Relationship of Mass Media & Terrorists* – *Terrorist Audiences*	**Reading**: Ch. 2, 3, 4 (Matusitz) **Watch/Listen**: 3 Posted D2L Multi-Media Resources **Quizzes**: Chapters 2, 3, 4
	Wednesday, January 6	**Managing Meaning of Terrorism** – *How the Media Frames Terrorism* – *Social Construction of Terrorism* – *Stereotyping*	**Reading**: Ch. 5, 6, 7 (Matusitz) **Watch/Listen**: 3 Posted D2L Multi-Media Resources **Quizzes**: Chapters 5, 6, 7
	Thursday, January 7	**Managing Meaning, Cont'd** – *Rhetoric of Terrorism/ Counter-Terrorism* – *Function of Euphamisms*	**Reading**: Ch. 8 & 9 (Matusitz) **Watch/Listen**: 1 Posted D2L Multi-Media Resource **Quizzes**: Chapters 8 & 9
	Friday, January 8	Catch-Up Day **DUE:** Complete Quizzes for Chapters 1-9 (**11:59 PM via D2L Dropbox**) **DUE:** Selection of Terrorist Organization for final paper (**11:59pm via D2L Dropbox**)	
2	Monday, January 11	Open Work Day **DUE:** CONNECTION PAPER 1 (**11:59 PM via D2L Dropbox**)	
	Tuesday, January 12	**Organizational & Social Dynamics of Terrorism** – *Group Dynamics* – *Organization Structure and Leadership* – *Interpersonal Dynamics*	**Reading**: Ch. 10, 11, 14 (Matusitz) **Watch/Listen**: 2 Posted D2L Multi-Media Resources **Quizzes**: Chapters 10, 11, 14
	Wednesday, January 13	**Global Dynamics of Terrorism** – *Globalization & Cyberspace* – *International Negotiation Tactics and Strategies*	**Reading**: Ch. 13 & 15 (Matusitz) **Watch/Listen**: 3 Posted D2L Multi-Media Resources **Quizzes**: Chapters 13 & 15
	Thursday, January 14	**Spreading and Responding to Terrorism** – *Spreading Terrorist Ideas and Organizing Movements* – *Crisis Communication Responses*	**Reading**: Ch. 12 & 16 (Matusitz) **Watch/Listen**: 3 Posted D2L Multi-Media Chapter Resources **Quizzes**: Chapters 12 & 16
	Friday, January 15	Catch-Up Day **DUE:** Complete Quizzes for Chapters 10-16 (**11:59 PM via D2L Dropbox**)	

3	Monday, January 18	Open Work Day **DUE:** CONNECTION PAPER 2 (**11:59 PM via D2L Dropbox**)
	Tuesday, January 19	Open Work Day **Work on Terrorist Application Paper**
	Wednesday, January 20	Open Work Day **DUE:** TERRORIST APPLICATION PAPER (**11:59 PM via D2L Dropbox**)