Course Syllabus
Comm 200 Communication Theory
Fall Semester 2016

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      Office Hours: Thursdays: 1-3 PM
      M/W/F: by appointment

Course Description:

Introduction to contemporary communication theories. Application of theories to communication problems.

As readers of--and participants in--culture, we attempt to sort out what role we play and just how we participate in our daily lives. To do this, we interpret, we make meaning, we examine, we question. We evaluate and express our evaluation. This is the process of understanding our world and there is no better way to understand our world than to use and understand communication theories. Looking at and understanding such theories are what this class is about.

Course Objectives:

-to demonstrate a comprehension of communication theories by composing articulate, grammatically correct, and organized pieces of writing with properly documented and supported ideas, evidence, and information suitable to the topic, purpose, and audience; and to
--evaluate others' writing to provide effective and useful feedback to improve their communication.

About This Class:

This is a hybrid class that meets weekly. There is an online portion administered through two different sites: UWSP D2L and the McGraw-Hill Connect SmartBook location for Griffin, W., Ledbetter, A., and Sparks, G. (2014). *A First Look at Communication Theory Ninth Edition*. McGraw-Hill.

D2L is where you will take your unit examinations, deposit the two written assignments, provide peer evaluation of written work, ask questions, and keep track of your point totals (grades)—through the gradebook.

The SmartBook is where you will read the book and <u>COMPLETE</u> the practice sessions.

All of the work you complete in/for this class must be your own.

I have office hours on Thursdays from 1-3 PM and will be available via phone and email during those hours. You can email me at any time and I will respond within 48 hours.

Required Textbooks:

Griffin, W., Ledbetter, A., and Sparks, G. (2014). *A First Look at Communication Theory Ninth Edition*. McGraw-Hill. ISBN: 9781259295560

URL to purchase the SmartBook:

https://connect.mheducation.com/class/m-tolstedt-fallsemester-2016

Class name and Student Sign Up Information:

Class name (section):   COMM 200 Communication Theory
Student Sign-Up Code: Fall Semester 2016

Course Requirements and Grading:

There are several areas where your performance will be evaluated to determine final grades for this course: written assignments, peer evaluation, SmartBook readings and Practice session work and online examinations.

SmartBook engagement:
You are required to use the SmartBook Griffin, W., Ledbetter, A., and Sparks, G. (2014). *A First Look at Communication Theory Ninth Edition*. McGraw-Hill. The SmartBook allows you to read through the material in which key portions/concepts/ideas have been highlighted. It also allows you to "practice" what you have learned by asking questions and guiding you through the answers. Book chapters have been assigned to units, which have specific due dates. You must complete the reading, the practice sessions for each assigned chapter, (see the course schedule for due dates and times).
--The SmartBook allows me to monitor your progress with the chapter readings and practice. There are 52 points (2 per chapter) assigned to this--points will be awarded accordingly, depending on your progress through the chapters. In other words, if you don't use the SmartBook, you don't earn points. If you complete the Practices Sessions by the due date and times, you earn points.
--In each chapter, you will find Read---Practice---Recharge options. Access the Read when you are ready to read the text. **Print off the PowerPoint presentation for the chapter you are about to read**. As you read, take notes onto the printed

PPT slides (you will find this in the content area of D2L). After you have read the chapter, access Practice and the questions/review session starts. Recharge allows you to go back and review, from a slightly different perspective. When you have finished working in each chapter, make certain to log out…this will preserve your completion percentages which will be accessed and used to assign points per chapter earned. You can expect that each chapter will take between 20 and 30 minutes to read and each practice session should take another 20 minutes. If you are finding that it is taking significantly longer for you, please let me know and we can talk about the process. A final note concerning the SmartBook assignments in this class: these activities are a precursor/set-up for your examinations. Completing the Read and Practice for each chapter, will help you significantly on the unit examinations.

Online examinations
There are seven (7) unit examinations in the class for a total of 175 points (25 points each). You are allowed only 1 attempt on the exams. Once you start, you have 120 minutes to complete the exams. The exam is comprised of multiple choice (MC) and true-false (T/F) questions. D2L will automatically grade the MC and T/F questions. After the exam closes, I will go in and review your answers to make certain D2L graded them correctly. I try to do this within 48 hours of the closing time.
--Please know that you can use the SmartBook when you take the exams (it is an open book exam—and the book has both an index and a glossary). However, you may NOT work together on the exams.
--The exams are set up to randomly distribute questions…so when you open the exam, a set of questions is randomly generated. When another student opens the exam, another set of questions is randomly generated of which, some may be the same but most will not (be the same).

Annotated Bibliography:
--You need to find a minimum of 10 sources that have used a particular theory (see the list in the content area of D2L), read those sources, and annotate them. The sources that you find and annotate must be "applications" of the theory. The annotations must include a three to four sentence summary of the theory and how it was applied by the study you found and then a two to three sentence "evaluation": your thoughts about the theory and its application. This assignment is worth 15 points.
Refer to the content area of D2L for more detailed instructions on how to do this and what I am expecting, as well as some examples/samples.

Critical Application Essay:
--You need to apply one of the theories in the book to the movie clip(s) identified for this exercise. You should write an application essay to deposit in the D2L DropBox. This essay will be roughly two to three pages in length. This assignment is worth 20 points and your first draft is to be posted to the online discussion topic to which you have been assigned. The final revised version (revisions based on your peer's comments), is to be deposited to the DropBox in D2L (see course schedule for due

date). Refer to the content area of D2L for more detailed instructions on how to do this and what I am expecting.

Peer Review of Critical Application Essay:
--Every student in the class has been assigned to an online group of 5 students. On the assigned date (see class schedule below), you are post your critical application essay to your assigned group. Using the rubrics provided (see the content area of D2L), you are to evaluate the essays of the other 4 members of your group, posting your comments to the discussion topic. This exercise is worth 10 points.

Point Totals and Grading Scale

SmartBook engagement work:	2@26	52
Online quizzes:	7@25	175
Annotated Bibliography:	1@18	18
Critical Application Essay:	1@20	20
Peer Evaluation Exercise:	1@10	10
Total Points Possible:		**275**

91%+	=	A	250-275
90%	=	A-	247-249
89%	=	B+	244-246
81%-88%	=	B	223-243
80%	=	B-	220-222
79%	=	C+	217-219
71%-78%	=	C	195-216
70%	=	C-	192-194
69%	=	D+	189-191
61%-68%	=	D	167-188
0%-60%	=	F	0-166

Other Relevant Information:

I will be using email to contact you individually as needed. I will be posting updates and other information to the news item area of the D2L site for this class on a regular basis. It is expected that you monitor D2L for this class on a regular, if not daily, basis.

Dates due are deadlines.
> -The online exams close on the date and at the time indicated in the course syllabus. I will allow you to reschedule the date and time ONLY for reasons related to a death in the family, a conflict with another university activity, or a significant illness. In all cases, you must inform me in a timely fashion, in advance of the schedule exam. Please note: I may very well refuse to allow you to reschedule the date and/or time.

-The annotated bibliography and critical application essay, have scheduled due dates and times. Again, I will allow you to reschedule the date and time ONLY for reasons related to a death in the family, a conflict with another university activity, or a significant illness. In all cases, you must inform me in a timely fashion, in advance of the schedule exam. Please note: I may very well refuse to allow you to reschedule the date and/or time.

-Please refer to the schedule in the course syllabus AND to the calendar in D2L for due dates and times.

Academic dishonesty: Using material from another source (book, journal, internet site, a faculty member, another student, etc.) without proper acknowledgment is not acceptable. Period. The University has policies that govern academic dishonesty. You should be familiar with them. You will find a statement of my views on plagiarism appended to this course syllabus. If you violate these policies on any of your course work, you will receive a grade of **Fail** for that assignment/exam. You may also receive a grade of **Fail** for the class and be subject to University procedures on academic dishonesty. YOUR WORK HAS TO BE YOUR OWN.

Community Bill of Rights and Responsibilities
UW-Stevens Point values a safe, honest, respectful, and inviting learning environment. In order to ensure that each student has the opportunity to success, we have developed a set of expectations for all students and instructors. This set of expectations is known as the *Rights and Responsibilities* document, and it is intended to help establish a positive living and learning environment at UWSP. Read more here: http://
www.uwsp.edu/stuaffairs/Pages/rightsandresponsibilities.aspx

Academic integrity is central to the mission of higher education in general and UWSP in particular. Academic dishonesty (cheating, plagiarism, etc.) is taken very seriously. Don't do it! The minimum penalty for a violation of academic integrity is a failure (zero) for the assignment. For more information, see the UWSP "Student Academic Standards and Disciplinary Procedures" section of the *Rights and Responsibilities* document, Chapter 14, which can be accessed here:
http://www.uwsp.edu/stuaffairs/
Documents/RIghtsRespons/SRR-2010/rightsChap14.pdf

Assistive Accommodations
The Americans with Disabilities Act (ADA) is a federal law requiring educational institutions to provide reasonable accommodations for students with disabilities.

For more information about UWSP's policies, check here:
http://www.uwsp.edu/stuaffairs/Documents/RightsRespons/ADA/
rightsADAPolicyInfo.pdf
If you have a disability and require classroom and/or exam accommodations, please register with the Disability and Assistive Technology Center and then contact me at the beginning of the course. I am happy to help in any way that I can. For more

information, please visit the Disability and Assistive Technology Center, located on the 6th floor of the Learning Resource Center (the Library). You can also find more information here: http://www4.uwsp.edu/special/disability/

FERPA Disclaimer
This course requires posting of work online, that is viewable only by your classmates. None of the work submitted online will be shared publicly. Your academic records (grades, student IDs, personal identification information) will not be shared by the instructor of this course. Confidentiality of student work is imperative, so you should not share the work of your peers publicly without their permission. By participating in these assignments you are giving consent to sharing of your work with others in this class and you recognize there is a small risk of your work being shared online beyond the purposes of this course. If you elect to not participate in these online assignments due to confidentiality concerns, then an alternate assignment will be offered to you.

Netiquette
Netiquette is a set of rules for behaving properly online. Your instructor and fellow students wish to foster a safe online learning environment. All opinions and experiences, no matter how different or controversial they may be perceived, must be respected in the tolerant spirit of academic discourse. You are encouraged to comment, question, or critique an idea but you are not to attack an individual. Working as a community of learners, we can build a polite and respectful course community.
--The following netiquette tips will enhance the learning experience for everyone in the course:
• Do not dominate any discussion.
• Give other students the opportunity to join in the discussion.
• Do not use offensive language. Present ideas appropriately.
• Be cautious in using Internet language. For example, do not capitalize all letters since this suggests shouting.
• Popular emoticons such as ☺ or / can be helpful to convey your tone but do not overdo or overuse them.
• Avoid using vernacular and/or slang language. This could possibly lead to misinterpretation.
• Never make fun of someone's ability to read or write.
• Share tips with other students.
• Keep an "open-mind" and be willing to express even your minority opinion. Minority opinions have to be respected.
• Think and edit before you push the "Send" button.
• Do not hesitate to ask for feedback.
• Using humor is acceptable

Course Schedule:
Note: when a Unit is indicated as due, this means that you must have the crossword puzzle deposited in the DropBox, the SmartBook Practice sessions for each chapter in the Unit, and the Unit examination completed by 5PM on the date indicated.

Week 1:
Tuesday, September 6:   Course Introduction
Week 2:
Tuesday, September 13:   Highlights for Unit 1
Friday, September 16:   Access to Connect and the SmartBook required by 5PM
Week 3:
Tuesday, September 20:   Unit 1 Due by 5PM
Week 4:
Tuesday, September 27:   Highlights for Unit 2
Week 5:
Tuesday, October 4:   Unit 2 Due by 5PM
Friday, October 7:   Annotated Bibliography Assignment Due in DropBox
         by 5PM

Week 6:
Tuesday, October 11:   Highlights for Unit 3
Week 7:
Tuesday, October 18:   Unit 3 Due by 5PM
Week 8:
Tuesday, October 25:   Highlights for Unit 4
Week 9:
Tuesday, November 1:   Unit 4 Due by 5PM
Week 10:
Tuesday, November 8:   Highlights for Unit 5 & 6
         Critical Essay Assignment Due: Posted to Online
         Discussion Topic Group

Week 11:
Tuesday, November 15:   Unit 5 Due by 5PM
Friday, November 18:   Peer Evaluations Due in the Online Discussion Topic
Week 12:
Tuesday, November 22:   NO CLASS
Week 13:
Tuesday, November 29:   Unit 6 Due by 5PM
Week 14:
Tuesday, December 6:   Highlights for Unit 7
Friday, December 9:   Revised Critical Application Essay Due in DropBox
Week 15:
Tuesday, December 13:   Unit 7 Due by 5PM
         NO CLASS

Plagiarism

A major problem facing both professors and students is the practice of plagiarism, which is defined as "the deliberate or accidental use of ideas, research, or words of another person without fully attributing them to their original sources." As a student in this course, it is your responsibility to know what constitutes plagiarism. A student who plagiarizes work in my class will receive a failing grade for that assignment, possibly for the course and may be subject to additional academic misconduct sanctions.

The following paragraph offers advice on paraphrasing, a major aspect of plagiarism: Clearly attribute ideas that you have paraphrased to their authors, both directly in your text and by providing reference citations. Do not try to paraphrase by changing just a few of the author's words (that's plagiarizing): paraphrasing involves substantial change in the order of words and ideas, usually to condense them. Paraphrasing, in other words, involves putting someone else's thoughts into your own words, not just rearranging the words and ideas or combining, but shortening, someone else's sentences. To avoid unintentionally writing a plagiaristic paraphrase, carefully mark the notes that you take on your references where you use exact or nearly exact, words of the source.

The following guidelines are offered as additional hints on what plagiarism is:
--Every paper or report submitted for credit is accepted as the student's own work. It may not, therefore, have been composed, wholly or partially, by another person.
--The wording of a student's paper is taken as his or her own. Thus he or she may not submit work that has been copied, wholly or partially, from a book, article, essay, newspaper or another student's paper or notebook, or any other written or printed source (including speeches, WWW sites, news reports, etc.). Direct quotes or ideas from outside sources may be used, but they must be properly cited. Thus, do not simply change a few words within a sentence from a source, put it in your paper, and drop a footnote by it without using quotation marks. Doing so represents the sentence as your own, when it is not, and this is plagiarism!
--As a student, you may incorporate in your paper ideas that have arisen from discussion or lectures when you incorporated these ideas into your own thinking. However, be careful to either cite properly the source of the ideas or cite other sources that reinforce the ideas you are using.
--You may, as a part of the good writing process, give your work to someone else for suggestions. However, having someone else totally correct and revise your work constitutes that person's work, not your own, and thus constitutes plagiarism.
--You may of course submit a paper to be typed by another person, provided that typist has not sought to change the wording, ideas, organization, or any significant aspect of the paper in any way. If you submit such a paper, be sure to proofread carefully.
--No paper may be submitted for credit that has been or is being used to fulfill the requirements of another course, in whatever department, unless permission to coordinate work has bee granted by both professors.
--Students in my courses are expected to utilize the APA stylebook, which provides guidelines for proper citation.

Did I Plagiarize?

The Types and Severity of Plagiarism Violations

Did I Plagiarize?

Are you CONFIDENT that your ideas are your own OR that they are so obviously common knowledge (like the fact that the earth is round) that you didn't need to cite any sources? — No / Yes

Did you give credit to ALL original authors for any text you *directly* quoted? — No / Yes

Did you give credit to ALL original authors for any ideas you summarized or paraphrased, even if you completely changed the wording? — No / Yes

Did you give credit to ALL original artists for any images or graphics you used or referred to? — No / Yes

Are you CONFIDENT that you didn't distort or misinterpret an author's or artist's original meaning when you cited them? — No / Yes

Are you CONFIDENT that the organization and style of your work is your own creation and that you didn't mimic the style or layout of someone else? — No / Yes

Did you use a proper and recognized citation method OR did you include enough citation information that a reader could locate the original work on his/her own? — No / Yes

Yes! If you couldn't answer "yes" to *ALL* of the questions to the right (even if you answered "yes" to all but one), then you are most likely in violation of plagiarism standards. Note that even the slightest of plagiarism infractions is serious. Even if you didn't mean to plagiarize or you weren't familiar with all plagiarism standards, you are held accountable. Lack of understanding or intent does not free you from serious penalty. However, not all plagiarism violations are treated with the same severity; some are certainly more severe than others. And repeated infractions, just like with the law, can cause harsher penalties. Follow the chart to the left and below to determine how you plagiarized and how serious it is.

No! If you're confident that what you have written and/or designed is entirely original—in concept, style, structure, diction, and everything else—then you have not plagiarized. Or, if you have used another's ideas to elaborate on or validate your own, *but you cite the original author or artist* (and you provide their name and all pertinent information so that your reader could locate the original source on their own), then you are also free of plagiarism violations. Plagiarism-free means you have recognized any and all individuals or organizations that influenced your thoughts, writings, and designs and that you have made every effort to cite them according to conventional citation practices.

How Serious Is It?

Did you *steal, copy, or purchase* another's *entire document* and take full credit for it being your own? — Yes / No

Did you *reuse large portions of a work of your own* for another purpose or publication and not cite yourself? — Yes / No

Did you *paraphrase multiple sources and stitch them together*, making them sound like your own? — Yes / No

Did you *copy large portions* (entire paragraphs and sections) of another's work and not give full credit? — Yes / No

Did you cite a source that doesn't exist or did you make up what the source actually said? — Yes / No

Did you *cherry-pick a few terms and phrases to change* but keep the rest of the text and ideas from another's work relatively unchanged without giving credit? — Yes / No

Did you *cite many sources correctly but not cite others* at all? — Yes / No

Did you *duplicate (re-use) an entire work of your own* for another purpose or publication and not cite yourself? — Yes / No

Did you *misinterpret or cite a source out of context*? — No / Yes

Did you cite everything correctly but *use very little of your own thought*? — Yes / No

Did you cite everything correctly but your work still *closely reflects another's*? — Yes / No

Did you make a *mistake in your citation*? Wrong words, wrong author, or something similar? — Yes / No

Did you mostly cite everything correctly but *got a bit sloppy on some and failed to note small things* like page numbers or publishers? — Yes

Plagiarism Severity Meter: How Serious Is the Violation?

Identity Theft	Copycat	Cherry-pick	Mitosis	Recycle	Remix	Ghost Citation	Half-n-half	Warp	Mosaic	Reflection	Miscue	Half-hearted
Insanely	Extremely	Terribly	Immensely	Profoundly	Hugely	Very, Very	Very	Remarkably	Quite	Notably	Somewhat	Mildly

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References: http://www.plagiarism.org/plagiarism-101/types-of-plagiarism/