

Course Syllabus

Comm 200 Communication Theory
Spring Semester 2016

Professor Mark Tolstedt

Comm Arts Center #228

346-3920

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Office Hours:

Tuesdays: 12-1:15pm

M/W/R: 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 communication theories.

--to critically explore the application of particular communication theories.

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-spring-2016-1>

Class name and Student Sign Up Information:

Class name (section): COMM 200 Communication Theory

Student Sign-Up Code: Spring 2016

About This Class:

This is an online class 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 engagement activity (both parts 1 + 2), ask questions, and keep track of your point totals (grades)—through the gradebook. The SmartBook is where you will read the book AND COMPLETE practice sessions.

I expect that all of the work you complete in/for this class is your own.

This is an online class. I have office hours on Mondays from 12-1:15PM 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.

Course Requirements and Grading:

There are four (4) areas where your performance will be evaluated to determine final grades for this course: An engagement activity (Parts 1 and 2), SmartBook readings and Practice session work, crossword puzzles, 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. I am using this as a guided reading. 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. Each chapter has been assigned to a unit, which has a specific due date. You must complete the reading, the practice sessions for each chapter, and the crossword puzzle for that unit by the due date (see the course syllabus for due dates and times).

--The SmartBook allows me to monitor your progress with the chapter readings and practice. There are 74 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.

--I have set the Connect location and the SmartBook to open on January 25th. Your first unit is due by 5PM on February 8th. I strongly recommend that you spend some time looking at and learning how the SmartBook functions. This is not a difficult task, but learning and understanding the interface might take a bit time.

--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 I will be accessing and using to assign points per chapter earned. I have set up the system with the expectation 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.

Crossword Puzzles

The crossword puzzles are an engagement activity that has two goals: first, to engage you (make you dig a bit deeper into the content) with the readings and second, to help you prepare for the D2L examinations for each unit. There is a crossword puzzle for each unit and covers all of the SmartBook chapters assigned to that unit. There are 60 points (5 per puzzle per unit) assigned to this. For additional information about the puzzles, please see the document "Completing the Crossword Puzzles" in the content area of D2L.

To complete the puzzle:

- 1) Print off the PDF for the Unit Puzzle **and** the Unit Puzzle with Clues (they are posted in the chapter folders in the Content area of D2L).
- 2) Using the clues, fill in the puzzle as you read each chapter.
- 3) Either scan the completed puzzle into your computer and save it as a PDF or take a picture of the completed puzzle (OK to use your cell phone) and save it as a JPG file. However you save the file, make certain that I am able to read your answers in the puzzle.
- 4) Upload the JPG or PDF to the appropriate DropBox folder in D2L.
- 5) Confirm your DropBox submission.

Online examinations

There are twelve (12) unit examinations in the class for a total of 300 points (25 points each). . **Each of the exams opens at 6PM on the Friday before the Monday they are due (5PM).** 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 exams close, 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).

--You may not take the exam until you have deposited the completed Crossword Puzzle for that Unit in the dropbox.

Engagement Activity:

In addition to the SmartBook, crossword puzzles and D2L exams, I am also asking you to engage with some of the communication theories you are learning.

--For **Part 1**, 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.

A final note on Part 1: **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.**

--For **Part 2**, you need to apply the theory on which you completed your annotated bibliography 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: **refer to the content area of D2L for more detailed instructions on how to do this and what I am expecting.**

Point Totals and Grading Scale

SmartBook engagement work:	2@37	74
Crossword Puzzles:	12@5	60
Online quizzes:	12@25	300
Engagement Part 1:	1@20	20
Engagement Part 2:	1@20	20
Total Points Possible:		474

91%+	=	A	431-474
90%	=	A-	427-430
89%	=	B+	422-426
81%-88%	=	B	384-421
80%	=	B-	379-383
79%	=	C+	374-378
71%-78%	=	C	337-373
70%	=	C-	332-336
69%	=	D+	327-331
61%-68%	=	D	289-326
0%-60%	=	F	0-287

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 engagement activity, both Parts 1 + 2, 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://](http://www.uwsp.edu/stuaffairs/Pages/rightsandresponsibilities.aspx)

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](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/RightsRespos/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:

Monday, January 25: Work on getting access to the SmartBook:
Log on and familiarize yourself with the interface. Use the tutorials in the Help section.

Week 2:

Monday, February 1st: Access to SmartBook **required** by 5PM

Week 3:

Monday, February 8th: **Unit 1 due by 5PM**
Unit 1: Theory and Communication in Practice
Chapter 1, Chapter 2, Chapter 3, Chapter

Week 4:

Monday, February 15th: **Unit 2 due by 5PM**
Unit 2: Interpersonal Communication: Messages
Chapter 5, Chapter 6, Chapter 7

Week 5:

Monday, February 22nd: **Unit 3 due by 5PM**
Unit 3: Interpersonal Communication: Relationship Development
Chapter 8, Chapter 9, Chapter 10

Week 6:

Monday, February 29th: **Unit 4 due by 5PM**
Unit 4: Interpersonal Communication: Relationship Maintenance
Chapter 11, Chapter 12, Chapter 13

Week 7:

Monday, March 7th: **Unit 5 due by 5PM**
Unit 5: Interpersonal Communication: Influence
Chapter 14, Chapter 15, Chapter 16

Week 8:

Monday, March 14th: **Unit 6 due by 5PM**
Unit 6: Group and Public Communication: Group
Chapter 17, Chapter 18

Friday, March 18th: **Engagement Exercise Part 1 due by 5PM**

SPRING BREAK

Week 9:

Monday, March 28th: **Unit 7 due by 5PM**

Unit 7: Group and Public Communication: Organizational
Chapter 19, Chapter 20, Chapter 21

Week 10:

Monday, April 4th: **Unit 8 due by 5PM**

Unit 8: Group and Public Communication: Public Rhetoric
Chapter 22, Chapter 23, Chapter 24

Week 11:

Monday, April 11th: **Unit 9 due by 5PM**

Unit 9: Mass Communication: Media and Culture
Chapter 25, Chapter 26, Chapter 27

Week 12:

Monday, April 18th: **Unit 10 due by 5PM**

Unit 10: Mass Communication: Media Effects
Chapter 28, Chapter 29, Chapter 30

Week 13:

Monday, April 25th: **Unit 11 due by 5PM**

Unit 11: Cultural Context: Intercultural Communication
Chapter 31, Chapter 32, Chapter 33

Week 14:

Monday, May 2nd: **Unit 12 due by 5PM**

Unit 12: Cultural Context: Gender & Integration
Chapter 34, Chapter 35, Chapter 36, Chapter 37

Week 15:

Thursday, May 12: **Engagement Exercise Part 2 due by 5PM**

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 been 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

