

# Syllabus

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## Syllabus for CMST 1061-Fundamentals of Communication Fall 2016

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**Office Hours:** M 7:00-7:30; MWF 9:30-10:30; MWF 12:00-12:30, or by appointment

### Required Texts:

Butcher, Joni. **The 5 Pathways of Communication**. Kendall Hunt, 2014.

### Important Note on the Syllabus:

This document contains all of your assignments and due dates along with all the rules and regulations for this class. I will go over the syllabus with you on the first day of class, but it is your responsibility to familiarize yourself with its content. Most everything you need to know about the class is included here. Please consult this syllabus for assignment guidelines, late penalties, and makeup assignments **BEFORE** e-mailing me with questions. If your question is not answered in the document below (or on the additional Moodle postings) please feel free to ask for clarification. You will be asked to sign a syllabus statement to verify you have read the syllabus.

### General Education Statement:

CMST 1061 is a General Education Humanities Course designed to familiarize the students with the fundamental concepts of communication. As a General Education Humanities Course, CMST 1061 will enable students to demonstrate an understanding of historical, cultural, and philosophical complexity that supports sophisticated discourse.

In this course, we will explore how we, as human beings, create socially significant messages which help us shape our identity, persuade others to take action, and shed light on the value systems of our culture. We will learn how individuals create and use messages to generate common meaning with others, to facilitate cooperative action, to perform social and cultural roles, and to reinforce or alter prevailing attitudes in our society.

### The Americans with Disabilities Act and Rehabilitation Act of 1973:

If you have a disability that may have some impact on your work in this class and for which you may require accommodations, please see a Coordinator in the Office of Disability Affairs (112 Johnston Hall) so that such accommodations may be arranged. After you receive your accommodation letter, please

meet with me at some time during the first two weeks of class to discuss the provisions of those accommodations.

### **Considering a Major or Minor in Communication Studies?**

Business leaders and other professionals recognize the importance of developing communication skills. Such skills are beneficial to careers in business, government, law, social services, and the arts. Communication courses help students gain practical experience in such areas as public speaking, group decision-making, interpersonal relationships, performance, film, and media arts.

A **major** in Communication Studies requires 36 hours including 12 hours of core classes and 12 hours at the 3000 or 4000 level. A **minor** requires 15 hours with one core class and 6 hours at the 3000 level or above. More information is available at [www.lsu.edu/cmst](http://www.lsu.edu/cmst)

### **Course Description:**

The purpose of this course is to introduce students to the Fundamentals of Communication. During the semester, we will concentrate on five fundamental areas of communication:

#### **Small Group (Professional/Organizational) Communication**

How 3 or more interdependent people work together to achieve a common goal

#### **Public Discourse**

How persuasive messages are constructed, presented to, and received by public audiences

#### **Communication in Human Relationships**

How what we do and say is connected to what others do and say; interacting with others, usually for the purpose of managing relationships

#### **Art and Culture**

How humans communicate culture and achieve unique identities through everyday behaviors, values, and norms (and through extraordinary aesthetic events)

#### **Visual and Media Communication**

How messages are created and presented through visual symbols and artifacts and/or channels such as television, film, computer technology, and social media

\*\*\***Please Note** that these areas are not necessarily mutually exclusive. Some communication concepts can fit into two or more of these categories.

Also, many topics exist under each area. There is simply not enough time to cover every aspect of every area.

### **Course Goals:**

This course should help you read, write, think, and communicate critically. The goal is NOT simply to memorize terminology. You should certainly learn and understand the key concepts, but you should also know how to USE the concepts and relate the concepts to other subjects and other areas of life such as your personal life (know how to interpret and understand acts of communication), your social life (use the

concepts to help you relate to others), and your professional life (help you communicate more effectively in the workplace).

### **Six Kinds of Significant Learning:**

In this course, we will utilize six kinds of significant learning.

1. Foundational Knowledge: understanding and remembering important concepts and terminology

*How:* Midterm and Final Exams

2. Application: applying the concepts; putting into action what you have learned and developing critical, creative, and practical thinking skills

*How:* Communication Challenges

3. Valuing: learning how to recognize, develop, and reflect on feelings, interests, and values

*How:* Styles Survey; Final Project Evaluations

4. Human Dimension (Personal and Social): learning about yourself and others

*How:* Group Evaluations

5. Learning How To Learn: encouraging the continuation of learning outside the classroom through self-directed inquiring about a subject

*How:* Individual Communication Assignments; Group Teaching Assignments

6. Integration: understanding the connection between ideas and experiences and how they relate to other realms of life outside the classroom

*How:* Capstone Project and Final Communication Paper

### **Additional Information on Assignments:**

You will be assigned to a 4-6 member team. You will work with this team throughout the semester completing 5 Communication Challenges, a Group Teaching Assignment, and the Capstone Project.

### **Communication Challenge Assignments:**

There will be 5 Communication Challenge Assignments given during the semester (one for each of the 5 fundamental areas of communication). For each Communication Challenge, groups will be required to create and present a specific type of message. These challenges are designed to help you hone your skills in the various areas of communication and to better prepare your group for completing the final Capstone Project. The instructor will discuss and critique each presentation and decide which group presented the most effective message. The winning groups will receive bonus points to be applied to either the midterm exam (challenges #1-#3) or final exam (challenges #4 and #5). Please note that these projects must be completed in a limited amount of time (hence the term, “challenge”), so good team-working skills are essential.

### **Group Teaching Assignment:**

Each group will be assigned a particular concept from one of the pathways to research on their own and present the information to the class in a teaching format. The goal of this assignment is two-fold: 1) to help group members gain a broader understanding of the assigned concept, and 2) to help the class learn more about the particular concept. Your group will be given minimum guidelines to which you must adhere, however, you will have creative freedom in how you wish to present the information to the class. Each group member should participate in some way during the presentation.

### **Missed Communication Challenges and Group Teaching Assignments:**

If you are consistently absent, your group members will be able to decide if you should receive points for the Communication Challenges and Group Teaching Assignment. It is unfair for you to receive points for an assignment to which you have made no contribution. However, there may be special circumstances in which you are working with the group on the assignment even though you are not physically present. I have no way of knowing this unless the group informs me. Therefore, these cases will be left up to the discretion of your team members. The decision must be unanimous among your group members, and they must submit a written and signed

statement in order for you to receive a '0.' If you are unable to meet with your group, you need to inform them of this and help out in any way that you can. Failure to do so may result in point loss on the assignment.

### **Team Progress and Function Evaluation:**

The Team Progress and Function Evaluation will be completed at the mid-semester point and final point. Each individual group member will be required to complete a separate form. Those forms will be evaluated by the instructor and TA and feedback will be offered to each group, highlighting the strengths of that group as well as areas that need improving for the remainder of the semester.

You will receive 2 scores for each group evaluation:

- 1) You will receive a score for completing the evaluations of your team members.
- 2) You will receive an average score based on the responses of your other teammates.

### **Individual Communication Assignments:**

There will be 6 individual communication assignments throughout the semester designed to encourage you to further explore the concepts from the text and this class. You will have 1 writing assignment for each of the 5 pathways. Some assignments will ask you to apply the concepts to your own life and experiences. Others will ask you to conduct further research into a specific area, and others will ask you to be artsy, crafty, and creative (just a fair warning). Specific requirements and due dates for these assignments will be posted to Moodle.

Individual Communication Assignments **MUST BE TYPED**. **Handwritten** assignments will be **penalized 7 points**. Emailed assignments will be penalized 7 points with exception of permission by the instructor.

If you will be traveling with a sports team or other university sponsored event, please make arrangements to turn in your assignment **BEFORE** you leave.

**Late assignments** will be penalized 5 points for each late class period. After 3 late class periods, the assignment will receive a score of '0.'

### **Capstone Project and Project Proposal:**

Charities, businesses, organizations, and special interest groups often need to shed light on particular issues or have important messages that they want to share with others. Your team will be randomly assigned to one of these organizations and will be asked to communicate a specific message for that group, relying on the techniques and concepts you have learned in class this semester.

Your group will be required to prepare a project proposal describing 3 possible approaches to completing your assigned task and will ultimately develop one of these ideas into your final Capstone Project. Specific instructions will be posted to Moodle toward the end of the semester.

### **Capstone Project Evaluations:**

You will be required to complete a brief capstone project evaluation for 2 capstone projects other than your own. The evaluation forms will be available for you on Moodle. You will need to print out the forms, bring them with you to class, complete them after viewing your chosen projects, and turn them in **before** leaving class on that day. **PROJECT EVALUATION FORMS WILL NOT BE ACCEPTED AFTER THE GIVEN CLASS PERIOD IN WHICH THE PROJECT WAS PRESENTED.** You may choose to complete both project evaluations on the same day, or you may complete them on separate days.

### **Final Communication Paper:**

The final communication paper will ask you to write a 2-3 page paper on applying the communication skills you have learned in class this semester. The instructions for the paper

### **Missed Assignments and Exams:**

If you miss the midterm or final exam, you must provide valid written documentation of a university excused absence in order to make up the missed exam. (See PS-22) Otherwise, a grade of '0' will be assigned for that exam.

### **Assignment Due Dates:**

Assignments are due at class time on the specified day at the beginning of class. If an assignment is due on Monday, the assignment **must be ready by class time**. It does not mean you can turn in the assignment on Monday at 11:59pm or e-mail me the assignment after class. Assignments turned in in this manner will be counted as late.

### **Moodle and Questions about Grades:**

Please check Moodle on a daily basis for announcements and assignments. Remember, your syllabus, written exercises, additional lecture notes, and other information will be posted here. It is your responsibility to access this information. Also, please keep a check on your posted grades throughout the semester and let me know **immediately** if there has been an error in grading. **You MUST notify me of a grading error within 2 weeks of the grade being posted to Moodle.** Otherwise, the grade in question will remain as it appears. (This includes grades on individual communication assignments, group evaluations, exams, etc.). I will not go back and try to locate an assignment from 2 months earlier.

If you have a question about a grade you or your group members received on a particular assignment, please adhere to the following guidelines:

1. Wait until you have received your written comments from either the instructor.
2. Wait at least 24 hours after reading the comments to reflect on the work that was done.
3. Do not wait more than 1 week of receiving the grade if you wish to discuss it. If you wait several weeks it is unlikely we will clearly remember the details of the comments we made.

### **E-Mail:**

If you e-mail me with a question about an assignment or any other question concerning the class, please allow at least 24 hours for a reply. If you e-mail me the night before an assignment is due, there is no guarantee I will read and respond to your e-mail before class time. There is also no guarantee that I will check my e-mail over the weekend. If you have an assignment due on Monday, please do not wait until Saturday or Sunday to e-mail me with questions.

### **Attendance:**

I do not have a formal attendance policy in this class. However, if you are not in class, you are not participating. This can adversely impact your team, your learning, and your group evaluations.

Missing class lecture and video examples can hinder your understanding of the material and may result in lower scores on the midterm and final exam. Missing communication challenges and group teaching assignments can result in a '0' on those assignments and thus, a lower class average.

**\*\*\*Note that the day before and the day after a scheduled university holiday are REGULAR CLASS DAYS. Classes will be held and assignments will be due. Please make travel plans with this in mind. Vacations are NOT university excused absences.**

## **Research Participation Requirement:**

CMST 1061 requires a research participation element.

Full instructions appear on the next page!!!

**Do not e-mail me at the end of the semester and say you have no idea what this is and that I never mentioned it in class.**

### **Research Participation Requirement:**

The material you will learn in this course is the product of research. The goal of the research participation requirement for the Department of Communication Studies is to help you gain knowledge about the process by which scholars attempt to understand human behavior. All students taking CMST 1061, 2010, 1150, and 2060 must complete a research participation requirement. For each course in which you are enrolled, you must complete 2 research credits. You can fulfill your requirement by:

1. Participating in research studies conducted in the Department of Communication Studies. All studies that last between 0 and 30 minutes will count as one credit. Any study that lasts between 31 and 60 minutes will count as two credits. Study descriptions will specify the number of credits a student can earn for completion. There will be several survey and experimental studies conducted throughout the semester. These studies are held on campus at various times and in various locations or are administered online. All available studies are approved by the Institutional Review Board at LSU.



2. Participating in an organized departmental function such as debate. Only departmental sanctioned events will count toward a student's research participation requirement.
3. Serving as a research assistant for a faculty member in the Department of Communication Studies. The number of credits and requirements for those credits differ by faculty.

The research participation requirement is worth 3% (30 points) of your total grade. You will receive your 3% (30 points) if you accumulate 2 research credits during the given semester. **Please note that all research participation credits must be completed and allocated by Tuesday of dead week.**

ALL available options to earn credit are posted on an electronic bulletin board located at <http://lsuhumanresearch.sona-systems.com/>. When you go to this website, you will first have to request an account. Students must request a new account every semester regardless of whether you have requested an account in a previous semester. Once you have secured an account for this semester, you will be able to log in and see the options available to you for your various CMST courses. The Psychology Department also uses this site for its research requirement. You cannot complete Psychology research for your CMST research participation requirement.

Please note that various ways to fulfill your research participation requirement will appear on this site throughout the semester. You are encouraged to check the system on a regular basis for current credit options that fit your interests as well as your schedule.

Detailed instructions on how to request an account and to navigate the system once logged in can be found on the homepage of the Department of Communication Studies. Go to <http://app1003.lsu.edu/artsci/cmstweb.nsf/index>. Then click on RESEARCH and STUDIES. Scroll down to find the document titled "RPS - Instructions for Students."

You are encouraged to create an account during the first week of classes so that any problems that arise can be remedied early. If you have questions about this requirement or the online system that keeps track of credits, please email [researchadmin@lsu.edu](mailto:researchadmin@lsu.edu).

**\*\*\*Research Participation Requirements must be completed by the last Tuesday of the semester.**

**Course Assignments:**

<b>Test one:</b>	<b>300 points (chapters 1-4)</b>
<b>Test two:</b>	<b>150 points (chapters 5-6: not cumulative)</b>
<b>Research :</b>	<b>30 points</b>
<b>Activities:</b>	<b>50 points (drop 2 --- at least 7 )</b>
<b>Peer Evaluations:</b>	<b>50 (2 @ 25 points)</b>
<b>Communication Challenges:</b>	<b>100 points (5@ 20 points)</b>
<b>_Project:</b>	<b>150</b>
<b>Final Project proposal sheet:</b>	<b>15</b>
<b>Individual cmcn assignments</b>	<b>75 (5 X 15)</b>
<b>Group Teaching assignment</b>	<b>30</b>
<b>Final Paper</b>	<b>50</b>

**Course Grading Scale:**

970-1000 = A+  
930-969 = A  
900-929 = A-  
870-899 = B+  
830-869 = B  
800=829 = B-  
770-799 = C+  
730-769 = C  
700-729 = C-  
670=699 = D+  
630-669 = D  
600-629 = D-  
0-599 = F

Please be aware that you have a total of 1000 points to be earned this semester. Your class grade is based on completing the assignments given on the syllabus. Extra credit work will not be assigned to raise a grade.

Since the +/- system already splits fine hairs between letter grades, I do not round up any scores.

How to Determine Your Current Class Grade:

If you want to know your grade in the class at any given time, add up all of the points you have on Moodle and divide by the number of points possible at that time. DO NOT rely on Moodle's average and NEVER look at Moodle's PROJECTED GRADE. IT WILL NOT BE ACCURATE.

## Calendar of Assignments

M	8-25	<a href="#"><u>Syllabus</u></a>
W	8-27	What is communication?
F	8-29	Continued
M	9-1	<b>No Class: Labor Day</b>
W	9-3	<b>Small Group (Professional) Communication</b>
F	9-5	Continued
M	9-8	<b>Continued</b>
W	9-10	<b>Continued</b>
F	9-12	( <a href="#"><u>Communication Challenge</u></a> preparation)
M	9-15	<a href="#"><u>Communication Challenge #1</u></a>
W	9-17	<b>Public Discourse</b> (Consult Moodle for Reading Assignments)
F	9-19	Continued
M	9-22	<b>Continued</b>
W	9-24	Continued
F	9-26	(Communication Challenge preparation)
M	9-29	<a href="#"><u>Communication Challenge #2</u></a>

- W 10-1 **Communication in Human Relationships** (Consult Moodle for Reading Assignments) Quiz 6
- F 10-3 **No Class: Fall Holiday**
- M 10-6 Continued
- W 10-8 **Continued**
- F 10-10 (Communication Challenge preparation)
- M 10-13 **Communication Challenge #3**
- W 10-15 **Review**
- F 10-17 **Midterm Exam**
- M 10-20 **Visual and Media Communication** (Consult Moodle for Reading Assignments)
- W 10-22 **Continued**
- F 10-24 **Continued**
- M 10-27 (Communication Challenge preparation)
- W 10-29 **Communication Challenge #4**
- F 10-31 **Art and Culture** (Consult Moodle for Reading Assignments)
- M 11-3 **Continued**
- W 11-5 **Continued**
- F 11-7 (Communication Challenge preparation)
- M 11-10 **Communication Challenge #5**
- W 11-12 **Capstone Project Assigned (Fairytale and Pathways Assigned)**
- F 11-14 Workshop
- M 11-17 Workshop
- W 11-19 Workshop
- F 11-21 **Capstone Project Presentations** (Small Group {Professional} Communication)

- M 11-24 **Capstone Project Presentations** (Public Discourse)
- W 11-26 **No Class: Thanksgiving**
- F 11-28 **No Class: Thanksgiving**
- M 12-1 **Capstone Project Presentations** (Human Relationships)
- W 12-3 **Capstone Project Presentations** (Visual and Media)
- F 12-5 **Capstone Project Presentations** (Art and Culture)