

Syllabus for CMST 1061-Fundamentals of Communication Fall 2015

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Office Hours: T/TH 8:30-9/ 10:30-12; or by appointment

Required Text:

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

Considering a Major or Minor in Communication Studies?

A degree in communication studies will provide you with practical skills that are useful for a wide range of career choices. We do not narrowly train students for one specific job, instead we help students develop creative and critical ways to organize, build relationships, and solve a variety of communication problems. Business leaders and other professionals recognize the importance of developing communication skills and many times a degree in communication studies will give you an edge over other job applicants in fields such as business, government, social and public services, sales, marketing, and the arts.

A major in Communication Studies requires 36 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 levels or above. More information is available at www.lsu.edu/cmst

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.

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 the 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.

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) Communication

Employers consistently expect quality communication skills in employees. In this section we will examine the role communication plays in work-related settings. We will discuss theories and techniques to help excel in working with others in order to achieve a common goal.

Public Discourse

Public discourse is central to the practice of citizenship. In this section we will explore how persuasive messages are constructed, presented to, and received by public audiences. We will examine such areas as political discourse, social issue posters, and persuasive advertisements.

Communication in Human Relationships

All human relationships are building through communication. In this section we will examine theories and techniques that help us understand and enable effective relationships with others. We will discuss areas such as managing conversations, apologizing, dealing with conflict, and compliance gaining.

Visual and Media Communication

In our post-literate electronic world, humans increasingly communicate via still and moving images and image technologies. In this section we will explore practical approaches to communication in visual culture, film, and mediated arts.

Art and Culture

Humans communicate culture by everyday behaviors. In this section we will discover how we achieve unique identities through everyday behaviors, values, and norms. We will explore such areas as cultural storytelling, parody, and community-building rituals and festivals.

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: Classroom activities/Reader's Notes

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

How: Discussions

- 4) Human Dimension (personal and social): Learning about yourself and others

How: Peer activity

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

How: Reader's Notes

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

How: Final Communication Paper

COURSE REQUIREMENTS

1. Reader's Notes — Each week you are required to write a paper that engages the reading material. These papers are designed to integrate communication theory and facilitate interactions with other class members. Reader's Notes Requirements: One Page/ Double Spaced/ 12 pt. font/ Times New Roman.
 - a. Define a Term: Find a key term in the textbook that appeals to you. Please define the term in your own words.
 - b. Apply the Term: Please use your own experience to explain how the term or concept works. If you cannot relate the term to your own life, please find an example from popular culture.

- c. **Questions:** Please ask three questions for the class that emerged from the readings. These can be questions where you need a term/example clarified or a question about how the class feels/relates/responds to the term in popular culture
2. **Midterm:** There will be a midterm that covers the first half of the class.
 3. **Final:** There will be a final that covers the major components of the course.
 4. **Capstone:** You must create a paper at the end of the class that demonstrates your understanding of the fundamental concepts of communication.

GRADING POLICY/POINT BREAKDOWN

Assignment:	Points
Final Exam	150
Capstone paper	120
Midterm Exam	100
12 Reader's Notes	600 (50 points each) (There are 13 scheduled, you can miss one and still obtain the full points)
2 Research Participations	30 (15 points each)
Total	1000

Reader's Notes work on a 1-5 Scale (10/20/30/40/50)

Course Grading Scale:

A+	= 1000-980
A	= 979-930
A-	= 929-900
B+	= 899-880
B	= 879-830
B-	= 829-800
C+	= 799-780
C	= 779-730
C-	= 729-700
D+	= 699-680
D	= 679-630
D-	= 599-000

Missed Assignments and Exams:

If you miss an assignment for a university excused absence and provide valid written documentation, you may complete an alternative assignment for those

points. This alternative assignment must be requested and completed in one week of the missed assignment. It is your responsibility to request this assignment. It will not be automatically assigned to you. 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. Otherwise, a grade of '0' will be assigned to that exam.

Assignment Due Dates:

Assignments are due at class time on the specified day. 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. Assignments turned in after the due date/time will be counted as late.

Moodle and Questions about Grades:

Please check Moodle on a daily basis for announcements and assignments. Remember, your syllabus and additional 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.

If you have a question about a grade you received on a particular assignment, please contact me within 1 week of receiving the grade. If you wait several weeks it is unlikely I will clearly remember the details of the comments I made.

Email:

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

Attendance:

I believe that students have the right to decide whether or not they would like to attend class. However, I also recognize that the course, as a communication course, is focused on the practice of communication, particularly how we communicate with one another. If you are not in class to communicate then you cannot expect to fulfill the full requirements of the course. Therefore, in my class you are allowed to miss 3 times. After the third absence your grade is automatically dropped 100 points (If you had an A+ and miss more than three times, your grade is now a B+). However, your grade will not drop lower by subsequent absences (if your work is poor or you fail to turn in work, this might cause your grade to drop further, but your grade is no longer impacted by attendance). If you have 3 or more university excused absences, you are allowed one non-university absence before your grade is dropped to 100 points.

Late policy:

I will take attendance at the beginning of class. If you are not in class at that time you are absent. After coming late to class three times (which in effect would mean three absences) your grade will drop 100 points.

Phones:

We love our ever-expanding connections to the world at large. However, part of communicating well is being present to one another. If you are using your phone during class I will take that as a sign that you do not wish to be present to the people in the class. If you are not present, you are absent. I am not here to police your phone use; therefore, if you have your phone out, I will assume you are making the choice to accept an absence for the day. If you have an emergency with friends and family please notify me ahead of time that you might need to take a call during class. I have no problem with people acting as responsible adults.

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.

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

The material you will learn in this course is the product of research. The goal of the research-learning requirement is to help you to 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-learning requirement. For each course in which a student is enrolled, he or she 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. Each study 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 through online survey software. The Institutional Review Board at LSU approves all available studies.

2. Participating in an organized departmental function such as debate or public speaking competition. Only departmental sanctioned events will count toward a student's research learning requirement; thus, no credit will be given for a student attending an outside speaker or performance.

3. Serving as a research assistant for a faculty member in the Department of Communication Studies. The number of units and requirements for those units will be set by the researcher and either accepted or rejected by the student.

The research-learning requirement is worth 3% of your total grade; you will receive your 3% if you accumulate 2 research credits during the given semester. Please note that all research learning credits must be completed and allocated by Tuesday December 1 at 11:59 PM (the Tuesday prior to the start of the concentrated study period).

ALL available options to earn credit are posted on an electronic bulletin board located at <https://lsuhumanresearch.sona-systems.com/Default.aspx?ReturnUrl=/> . When you go to this website, you will first have to request an account. Once you have secured an account, you will be able to log in and see the options available to you for your various CMST courses.

Please note that various ways to fulfill your research-learning requirement will appear on this bulletin board 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.

It is very important that when you sign-up for a credit option that you attend that option or cancel your sign up. Failure to show up twice during one semester will result in your access to the system being restricted and you being unable to complete your research-learning requirement. Valid excuses for failing to cancel a sign up and missing a credit option are the same as those found in LSU Policy Statement 31.

Detailed instructions on how to request an account and to navigate the system are posted on the homepage of the Department of Communication Studies, <http://www.lsu.edu/cmst>. Click on RESOURCES and RESEARCH PARTICIPATION SYSTEM. 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 before it is too late. If you have questions about this requirement or the online system that keeps track of credits, please email researchadmin@lsu.edu.

Course Schedule:

Please note: The course schedule will adapt depending on how we, as a class, are progressing toward our course goals. If you miss class it is your responsibility to find out if assignment due dates/course schedule have changed.

August

Tuesday 25: Syllabus: Read article on Moodle
Thursday 27: Discussion

September

Tuesday 1: Chapter 1: Read pg. 1-3
Thursday 3: Discussion

Tuesday 8: Chapter 1: Read pg. 3-6
Thursday 10: Discussion

Tuesday 15: Chapter 2: Read pg. 7-10
Thursday 17: Discussion

Tuesday 22: Chapter 2: Read pg. 10-16
Thursday 24: Discussion

Tuesday 29: Chapter 3: Read pg. 17-21

October

Thursday 1: Discussion

Tuesday 6: Chapter 3: Read pg. 21-29
Thursday 8: Discussion

Tuesday 13: Midterm prep
Thursday 15: Midterm

Tuesday 20: Chapter 4 / (Mid-Semester Grades Due): Read pg. 29-36
Thursday 22: Discussion

Tuesday 27: Chapter 4/ Discussion: Read p. 36-44
Thursday 29: Fall Holiday

November

Tuesday 3: Chapter 5: Read pg. 45-55
Thursday 5: Discussion

Tuesday 10: Chapter 5: Read pg. 56-64
Thursday 12: Discussion

Tuesday 17: Chapter 6: Read pg. 65-70
Thursday 19: NCA

Tuesday 24: Discussion
Thursday 26: Thanksgiving

December

Tuesday 1: Chapter 6/Discussion: Read pg. 70-74
Thursday 3: Prep for Exam

Final Exams: 7-12