

CMST 1061 Summer 2017 Section 1

M-F 8:40 – 9:40 AM

111 Coates Hall

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Office Hours: Monday & Thursday 10 AM – 11 AM, or by appointment

Required Text:

Butcher, Joni. *The 5 Pathways of Communication*. 2nd Edition, Kendall Hunt, 2017. ISBN 978-1-5249-1284-0

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 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

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 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 built 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: Communication Challenge Assignments

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

How: Participation Activities

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

How: Peer Evaluations

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

How: Individual Writing 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 summer completing class activities, Communication Challenges, and the Capstone Project. Your participation within the team will be assessed at midterm and at the end of the semester by your other team members.

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 5 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.

Missed Communication Challenges:

If you are consistently absent, your group members will be able to decide if you should receive points for the Communication Challenge 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.

Peer Evaluations:

Peer evaluations will be completed twice during the semester – once around midterm and once at the end of the semester. Your group members will assign you points that they feel you have earned in various areas of group work throughout the semester.

You will receive 2 scores for each peer evaluation round (midterm and final):

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

Individual Writing Assignments:

There will be 6 individual writing 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 and 1 writing assignment for the class in general. 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 assignment will be posted to Moodle.

Writing assignments **MUST BE TYPED**. **Handwritten** assignments will be **penalized 7 points**.

Please Note: I will **NOT** accept these assignments via e-mail unless you have been given **prior** permission to submit an assignment in this manner (such as in the case of traveling with a sports team or other university sponsored event).

Late assignments will be penalized 5 points for each late class period. After 4 late class periods, the assignment will receive a score of '0.'

Capstone Project:

Each group will be required to complete a capstone project that demonstrates your understanding of the fundamental concepts of communication.

Yes, group projects are often more frustrating and often involve uneven contributions from individual group members. However, working in groups allows for the opportunity to hone skills in cooperation, collaboration, and setting standards. It also allows for observing and practicing communication skills.

All groups will present a retelling of the same fairytale (assigned by me). However, each group will be assigned a different communication pathway to travel down as you tell the story. Your group must incorporate the communication concepts from the assigned pathway and illuminate them in your final presentation. Each pathway should serve as a different lens through which to view the message inherent within the given fairytale. Thus, we will be able to experience the message from five different directions and obtain a fuller understanding of both the fairytale and the various means available to communicate the message to an audience. It will be a rich, rewarding, and hopefully entertaining experience.

Capstone Project Brief:

Each group will be required to submit a structured outline of the final project they will be presenting in class. Specific instructions will be posted to Moodle toward the end of the semester.

Capstone Project Group Critique:

Each team will be assigned to critique another team's capstone project. Each critiquing group member will be given a written question that they must respond to concerning the project. Please make sure you brush up on the concepts used in that team's project because your answer will be graded according to how accurately you respond to the given question.

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 appear below and will also be posted to Moodle. Further instructions will be posted to Moodle. The paper will be due at the end of the semester, but I highly encourage you to start writing on it before this time. You may turn in the paper as early as you wish but it is due no later than the date specified in the Calendar of Assignments.

This semester we learned that communication consists of creating and responding to messages. In order to communicate effectively with others, we need to develop skills that

enable us to impart, convey, and exchange information in a variety of ways. In this class, we explored 5 different pathways of communication: Professional Communication in Small Groups, Public Discourse, Communication in Human Relationships, Visual and Mediated Communication, and Communication in Art and Culture. Based on your knowledge and experience in these areas, in what specific ways will each of these pathways help you become a better or more effective communicator in the future? In other words, how might you apply the skills that you learned in each of these pathways in the future? When and how (under what conditions or circumstances) might you find need to draw upon these skills in your personal or professional life (either as the sender of the message or the receiver/interpreter of the message)? Be sure to include specific examples for each pathway.

Other Missed Assignments and Exams:

If you miss an in-class activity, or Capstone Project Panel Discussion **for a university excused absence (see PS-22) and provide valid written documentation**, you may complete an alternative assignment for those participation points. This alternative assignment must be requested and completed within one week of the missed assignment. **NO EXCEPTIONS.** It is your responsibility to request this assignment. It will not be automatically assigned to you. The alternative assignment will **NOT** be an option if more than one week has passed since the missed assignment or activity. ****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.**

***Please note if you arrive considerably late for an activity (after the group has been working for an extended period of time) or leave before your group has presented, you will receive only **partial credit** for that activity.

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** (or at the end of class if it is a response paper). It does not mean you can turn in the assignment on Monday at 11:59pm. 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 writing assignments, in-class activities, exams, etc.).

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 me.

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 I will clearly remember the details of the comments I 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. I will try my best to respond quickly, but if you email me after 10pm on a given night, there is no guarantee I will read and respond to your e-mail before class time. However, I will check my email and respond at least twice a day, including weekends.

Attendance Policy:

You are expected to attend each scheduled class session. Attendance will count as a part of your class participation grade. If you are unable to attend class, you will not receive participation points for that day. Since this is a summer session class, we will have less time together than we would during a regular semester so attendance is particularly important.

You are expected to participate in each class session. Some classes will be discussion based and some will be activity based. Discussion is vital to learning the methods and theories we will cover in class, and it also makes the material easier to get through. Students should come each day prepared for any discussions and I expect that each student will raise their hand at least once per class to contribute to the conversation. If we are having an activity day, you should be present to participate in the activity.

Cell Phones/Laptops/Tablet Devices:

The use of cell phones is strictly prohibited in our class sessions. While I understand that texting has become largely integrated into our communication practices, it is a distraction in class. If you are caught texting, you will lose participation credit for that day. This is not something I will announce in front of the class, I will simply make a note in my records. You are welcome to take notes using laptops or tablets but if you are found to be using a laptop/tablet for anything other than note taking, I will ask that you do not bring your device to class again.

**** If there is a special circumstance that you may need to answer your phone or return a text, please let me know before class begins, and sit near the door so you can step outside and not disturb the class.*

Plagiarism:

There will be a **zero-tolerance** policy for plagiarism. All students are expected to do complete their own work and properly cite all sources used in any assignment/speech/project/homework. Unless otherwise stated, all students are expected to turn in their own individual work – the class will be notified of any group assignments. Please refer to LSU policies regarded plagiarism, which can be found here: <http://www.lib.lsu.edu/instruction/plagiarism2.html>

****If you have any questions or are unsure of what an act of plagiarism is, please do not hesitate to ask.*

Course Assignments and Point Values

Midterm Exam	150 points
Final Exam (Cumulative)	200 points
Participation	130 points
Style Survey Form	10 points
Communication Challenges	125 points
<i>(5 @ 25 points each). Bonus points to winning teams: 5 to 1st place, 3 to 2nd place.</i>	
Individual Writing Assignments	120 points
<i>(6 @ 20 points each)</i>	
Midterm Peer Evaluations	10 points
<i>(Completing the evaluations of your team members)</i>	
Midterm Peer Evaluations	10 points
<i>(Your group members' evaluation of your performance)</i>	
Final Peer Evaluations	10 points
<i>(Completing the evaluations of your team members)</i>	
Final Peer Evaluations	10 points
<i>(Your group members' evaluation of your performance)</i>	
Capstone Project	125 points
Capstone Project Brief	25 points
Capstone Project Group Critique	25 points
Final Communications Paper	50 points

******Please Note: Although this class uses a team-based learning approach, and you will be working in groups for the majority of class time, the bulk of your grade in this class is based on your individual work:**

Group work: 250 points (25% of your grade)

Individual work: 750 points (75% of your grade)

Total Points for Class = 1000 points

Course Grading Scale:

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

Course Schedule 1061 (A)
Sec 1 – M-F 8:40 AM – 9:40 AM
--Subject to Change--

WEEK ONE:

- M 6/5 – Syllabus
- T 6/6 – Class Activity
- W 6/7 – What is Communication? – **Read: Chapter 1, p. 1-6**
- Th 6/8 – Small Group (Professional) Communication – **Read: Chapter 2, p. 17-26**
- F 6/9 – Small Group, cont. – Communication Challenge #1 Assigned
– Choose Groups

WEEK TWO:

- M 6/12 – Small Group, cont. – **Complete: Style Survey, bring to class**
- T 6/13 – Small Group, cont. – **Writing Assignment #1 Due**
- W 6/14 – *Communication Challenge #1: Teamwork Videos*
- Th 6/15 – Public Discourse – **Read: Chapter 3, p. 37-51**
- F 6/16 – Public Discourse – Communication Challenge #1 Assigned
– Last Chance to Change Groups

WEEK THREE:

- M 6/19 – *Poster Public Discourse, cont.* – **Writing Assignment #2 Due**
- T 6/20 – *Communication Challenge #2: Social Issue*
- W 6/21 – Communication in Human Relations – **Read: Chapter 4, p. 69-84**
- Th 6/22 – Communication in Human Relations – Communication Challenge #3 Assigned
- F 6/23 – Communication in Human Relations cont. – **Writing Assignment #3 Due**

WEEK FOUR:

- M 6/26 – *Communication Challenge #3: Storyboard*
- T 6/27 – Midterm Review
- W 6/28 – Midterm Exam**
- Th 6/29 – Visual and Media Culture – **Read: Chapter 5, p. 111-130**
- F 7/30 – Visual and Media Culture – Communication Challenge #4 Assigned

WEEK FIVE:

- M 7/3 – 4th of July Holiday – NO CLASS**
- T 7/4 – 4th of July Holiday – NO CLASS**
- W 7/5 – Visual and Media Culture – **Writing Assignment #4 Due**
- Th 7/6 – *Communication Challenge #4: Visual Representation*
- F 7/7 – Art and Communication – **Read: Chapter 6, 141-152**

WEEK SIX:

- M 7/10 – Art and Communication – Communication Challenge #5 Assigned
- T 7/11 – Art and Communication – **Writing Assignment #5 Due**
- W 7/12 – *Communication Challenge #5: Parody*
- Th 7/13 – Capstone Project Assigned
- F 7/14 – Workshop

WEEK SEVEN:

M 7/17 – Workshop

T 7/18 – Workshop

W 7/19 – Capstone Project Presentation – Small Groups & Public Discourse

Th 7/20 – Capstone Project Presentation – Human Relationships & Visual & Media

F 7/21 – Capstone Project Presentation – Art and Communication

WEEK EIGHT:

M 7/24 – Final Exam Review – **Final Communication Paper Due Paper due**

T 7/25 – Study Day – NO CLASS

W 7/26 – Final Exam: 4 PM – 6 PM – **Writing Assignment #6 Due at Final Exam**