

Instructor: Lisa C. Hebert; **Office:** 109B Prescott Hall; **Phone:** 578-6016; **E-mail:** lheber2@lsu.edu ; **Office Hours:** MWF 7-7:30, MF11:30-12:30; W12-12:30 (or by appointment)

Class Location:

CMST 1061 1	(7:30-8:30)	Coates 109
CMST 1061 2	(8:30-9:30)	Coates 109
CMST 1061 3	(9:30-10:30)	Coates 109
CMST 1061 5	(12:30-1:30)	Coates 109
CMST 1061 6	(1:30-2:30)	Coates 109

Required Texts:

The textbook is available as an Etext through http://pearsoncustom.com/la/speech_lsu/ . This means a code needs to be purchased to gain access. The course name is CMST 1061 and the course ID is hebert66672. If the website does not directly work through the syllabus, copy and paste it into the computer bar.

Crick, Pecchioni & Butcher. Deconstructing Communication: An Introduction to Rhetorical, Performance, and Communication Theory. Pearson Custom Publishing, 2007.

Course Description:

The purpose of this course is to introduce students to the field of Communication Studies. Communication Studies is comprised of three areas: rhetoric, performance, and communication theory. These three areas serve as lenses through which to view the communication process. By exploring the major concepts of agent, audience, message, and meaning, via these various perspectives, this course strives not only to enrich the students' understanding of the similarities and differences between the areas of communication, but to allow students to acquire practical knowledge of the communication process itself.

Course Goals:

This course should help you read, write, think, and communicate critically. The goal is NOT simple to memorize terminology. You should certainly learn and understand the key concepts. However, 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, your social life, and your professional life.

General Education Statement:

CMST 1061 may be used to partially fulfill General Education requirements in the humanities area. This course introduces students to the fundamental concepts of communication. The areas of rhetoric, performance, and

communication theory each provide insights into human interaction. Human beings create messages that enable us to express, criticize, and even negotiate our values – our core ideals about what we consider intrinsically right or wrong that show us how to conduct our lives.

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.

This course will provide us with a variety of lenses through which to view and examine the communication process. At the end of the semester, we should have a richer understanding of the similarities and differences between the areas of communication and have acquired practical knowledge of the communication process itself.

A Major or Minor in Communication Studies:

Business leaders and other professionals recognize the importance of developing communication skills. Alan Greenspan, for example, stated, "To succeed, you will soon learn, as I did, the importance of a solid foundation in the basics of education -- literacy, both verbal and numerical, and communication skills." We hope this course contributes to your success.

To learn more about communication, you may want to major or minor in the Department of Communication Studies. The program explores how people sustain and change, experience, and make sense of the world through symbolic action. Students develop conceptual skills to analyze written, oral, and visual messages. Students gain practical experience in such areas as public speaking, group decision-making, performance, and film. Such skills are elemental to careers in business, government, law, social services, 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.

Information is available at www.lsu.edu/cmst. Or contact our undergraduate advisor Mr. Kent Filbel (135 Coates Hall) for more information.

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 Content:

This course consists of a series of quizzes, in-class activities, a midterm and final exam, a final project/paper/presentation, and a research participation requirement.

Pop Activities: There will be “pop activities” throughout the semester. There will be at least 12 pop activities in which you can drop 2. You cannot make up pop activities. Use your drops wisely. If you are not going to be in class, you can request to do the activity early. You cannot “make up” activities. This is why I allow the two drops.

Quizzes:

There will be 11 scheduled quizzes over the assigned readings from the text. Each quiz will consist of 5 questions or a discussion component. Quizzes are worth 10 points each. **Quizzes can NOT be made up.** However, you will be permitted to drop your 4 lowest quiz scores (drops include both missed quizzes and **low-score quizzes**) or you can take it early. You must give me a 24 hour notice for this request.

You cannot come to class and leave after you take the quiz. If this happens and you try to leave class, you will not receive credit for the quiz. If you are late for the quiz, this counts as a “drop”. If you choose to take the quiz and leave, please note the following procedure: I will ask your name and pull out the quiz you have just taken and write on the quiz “left early” and you will not get credit. “Left early” will be noted in Moodle. If you do plan to leave class early, I would ask you sit close to the exit door so your departure does not interrupt lecture. If students abuse this policy, quizzes may be moved to the end of class. This will be at my discretion.

Perpetual tardiness can be a disruption. If you are tardy, please sit in a seat closest to the entrance. Please try not to be a distraction when you walk into the class late.

DO NOT SLIDE ASSIGNMENTS UNDER MY DOOR. ANY ASSIGNMENT SLID UNDER MY DOOR WILL BE THROWN AWAY. You need to be in class to turn in assignments or during my office hours.

Tests:

There will be two tests for this class. Exams will cover the readings from the textbook, in-class lecture notes, and any additional notes posted to Moodle. Exams will be given in the class room.

Final Project/Paper/Presentation:

The final project/paper/presentation will center on a particular social, political, environmental, or personal issue that you feel strongly about. You, as the *Agent*, will construct a *Message* to convey *Meaning* to the *Audience*. Your message will, in some way, reflect your personal value system or a value system present within our culture. Your final project should also reflect your understanding of important key concepts in the three areas of communication. You will be given the option of using a variety of different texts and mediums for this presentation. More specific instructions will be given toward the end of the semester. **Late projects will not be graded. PLEASE NOTE:** you are given class time to work on your projects. I EXPECT if you need help or have questions to be consulted during that time. The class periods are for questions. Please use this time to work on your projects. **LATE PROJECT SHEETS will not be accepted for credit.**

Attendance:

If you are not in class, you are not participating. A large number of "unexcused absences can have an impact on your final grade in this course. I also take notice of students who come to class on a regular basis and those who do not. Your lack of attendance can have an impact on your final grade if you are on the border (1-2 points of a higher letter grade at the end of the semester. PS-44 states: "While it is appropriate (and indeed inevitable) that the instructor should exercise subjective judgment in determining grades, particularly in "borderline" cases, the judgment should be based solely on academic considerations. Because class absences are likely to affect a student's mastery of course content, they may be considered among these "academic considerations" in determining the final course grade. Therefore, instructors, at their discretion, may also include "unexcused" absences as component of the course grade, as long as attendance policies are spelled out clearly in the course syllabus at the beginning of the semester.

There are penalties for work that is not turned in or completed on the assigned day. If you know ahead of time that you will be missing class on the day an assignment is due (for a sporting event, university activity, job interview, etc.), please make arrangements with me to turn in the work ahead of time. If you miss class due to illness, car problems, alarm not going off, etc., please refer to the rules regarding late penalties for individual assignments. There are no exceptions to these rules. It is a fact: if you attend class, your grades tend to improve.

Cell Phone usage during class:

This is a college class and a cell free zone. If you are caught texting during class, you will be first asked to pick up the phone. If this is a consistent problem, you will be asked to leave and will have to write a 5 page paper, typed, double spaced with one inch margins explaining why you should not text during class or you will receive 10 percent off of your final grade. This is due the next class period. I will approve it or not approve it. If it is not approved, you will have to write it until I approve it. If you receive a text during class, please wait until class is over to respond—especially during activities or videos. If your cell phone goes off during class, please turn it off when you can. I will respond with the same courtesy to you. If you are texting or using your cell phone during an activity, it is an automatic zero with the paper being expanded to 10 pages----no excuses. If necessary, I may take your phone and put it on my desk so we can talk about the use of a cell phone in class.

Texting during a graded activity, quiz, or test may also warrant a trip to the Dean of Students office. A graded activity is a grade—not an opportunity to text.

Dropping Quizzes and Pop Activities

Remember that you may drop quizzes and pop activities. Please use these drops wisely! My advice is to save them for times you are too sick to come to class or times when you know you will be unable to come to class. Please know if you leave class early, your quiz of the day will not count.

E-Mail:

If you e-mail me with a question about an assignment, activity, 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. **DO NOT approach me before class about a problem---**I am trying to prepare for class or handling issues from a previous class. Please wait until

after class or make an appointment. It may or may not be appropriate to discuss the matter at that time. Please plan to make an appointment.

Instructor meetings:

I have set office hours. If you show up 5 minutes before they are over, please note I can give you 5 minutes. I may or may not be available to stay after my assigned office hours. Also, I am happy to meet with you outside of class and office hours if needed. However, if you schedule a meeting outside of my office hours and do not show up and do not bother to contact me, you will have to write a 3-5 page paper using the concepts we discuss why this is unacceptable behavior or you will be penalized 5 percent off of your final grade. This will be due the day after the missed meeting. This paper may or may not be approved. If it is not approved, you will need to re-write it until it meets my approval.

Moodle:

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.

CHECK GRADES WEEKLY:

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 have one week from which the grade is posted to question that grade. There are several grades and I am happy to explain but do so within a week of that grade being posted.

Final Grade:

Your final grade in this course is based on the total number of points you have accumulated this semester. Your final grade is based **solely** on the completion of the course requirements. **Extra credit work (including additional written exercises, papers, activities, presentations, etc.) to raise a grade will not be given under any circumstance**

No late assignments will be accepted after the last day of your assigned class. No exceptions.

Research Requirement:

Syllabus Language (CMST 1061, 2010, 1150, and 2060)

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. All available studies are approved by the Institutional Review Board at LSU.
- 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* at 11:59 PM 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. 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 once logged in can be found on the homepage of the Department of Communication Studies. Go to <http://www.lsu.edu/cmst>. 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 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 Assignments and Point Values

Quizzes (70 points)

[11 - 4 (drop) = 7]

7 Quizzes

10 points each

Research Participation Requirement (30 points)

2 Research Credits

15 points each

Pop Activities: (100 points)

10 "nonscheduled" in-class activities (at least 12 will be administered)

10 points each

Test One: (300 points)

Test Two (final Exam): (350 points)

Final Project/Paper/Presentation (150 points)

Project Sheet = 5 points

(Any late project sheet will not be accepted for credit. The date will be posted on the course calendar. I will be available for questions.)

Paper = 75 points

Presentation = 70 points

Total Points for Class = 1000 points

Course Grading Scale:

1000-920 = A

919-840 = B

839-760 = C

759-680 = D

679-Below = F

*****NOTE: PLEASE BE AWARE THAT THE 8 POINT GRADING SCALE IS USED FOR ALL CMST 1061 CLASSES.**

Tentative Calendar of Assignments

***Please note: the schedule may be changed if necessary.

January

W	15	Syllabus—read syllabus
F	17	What is Communication? / Syllabus statement due
M	20	MLK Holiday
W	22	What is Rhetoric?
F	24	What is Performance?
M	27	What is Communication Theory? Quiz #1 (v-xvi)
W	29	Continued
F	31	AGENT: COMMUNICATION THEORY; Quiz #2 (1-4)

February

M	3	Continued
W	5	Continued
F	7	Continued
M	10	Continued
W	12	AGENT: RHETORIC; Quiz #3 (4-7)
F	14	Continued

M 17 Continued
W 19 Continued
F 21 AGENT: PERFORMANCE; **Quiz #4 (7-11)**

M 24 Continued
W 26 Continued
F 28 Test One

March

M 3 Mardi Gras
W 5 Mardi Gras
F 7 AUDIENCE: COMMUNICATION THEORY; Quiz #5, 57-59

M 10 Continued
W 12 Audience: Rhetoric; Quiz 6, 60-62
F 14 Continued

M 17 AUDIENCE: PERFORMANCE; **Quiz #7 (63-64)**
W 19 MESSAGE: COMMUNICATION THEORY; **Quiz #8 (105-107)**
F 21 Continued

M 24 MESSAGE: RHETORIC; **Quiz #9 (107-111)**
W 26 MESSAGE: PERFORMANCE; QUIZ 10 (111-114)
F 28 Continued

M 31 MEANING; **Quiz #11 (159-165)**

April

W 2 Continued

F 4 Project Discussion: CMCN Theory (This I believe)

M 7 Project Discussion: Performance (Inter textual)

W 9 Project Discussion: Rhetoric (Social Issue Poster)

F 11 Workshop—Project sheets are due to me in the classroom at the beginning of class. I will be available to talk to you regarding your project. Do not email me your project sheet. It will not be accepted for credit. After I receive all project sheets, I will post final presentation schedules.

M 14 Spring Break

W 16 Spring Break

F 18 Spring Break

M 21 Workshop

W 23 Workshop

F 25 Presentations

M 28 Presentations

W 30 Presentations

May

F 2 Presentations

M 5 Finals

W 7 Finals

F 9 Finals

Sat 10 Finals

Please note your final exam time posted on Moodle. Finals will not be comprehensive and will be in your classroom.