

## **Syllabus for CMST 1061–Fundamentals of Communication Spring 2019**

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**Office:** 117B Prescott Hall

**Office Hours:** Tuesday and Thursday 8:00-9:00; 10:30-12:00 (please make an appointment)

### **Required Texts:**

Butcher, Joni. *The 5 Pathways of Communication*. Second edition Kendall Hunt, 2014; 2017. (Green cover)

### **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.

### **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.

### **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."

**Assignment Breakdown:**

30 Application Paper 1  
30 Application Paper 2  
40 Workbook Reflections  
25 Group Evaluation 1  
25 Group Evaluation 2  
100 Quizzes (5 at 20pts a piece)  
100 Reflection Paper on the 5 Pathways  
150 Midterm Exam  
200 Final Exam  
100 Participation  
100 Final Communication Advocacy Project  
70 Identity and MyStory Paper with Transcription  
30 Research participation

1000 Pts Possible

**Course Grading Scale:**

A+ = 1000-970  
A = 969-930  
A - = 929-900  
B+ = 899-870  
B = 869-830  
B - = 829-800  
C+ = 799-770  
C = 769-730  
C - = 729-700  
D+ = 699-670  
D = 669-630  
D - = 629-600  
F = 599-000

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.

Email: Emails must be professional and timely (I respond within 24 hours)

Grades: You have 7 days to inform me of a mistake in grades

Cell Phones: Shut them off or lose participation points

Attendance: Show up, participate, and engage. You have 3 freebies, after that there is a 20pt deduction from you final grade in the course

Late work: Must provide university excused absence to make up work.

## Research Participation Requirements

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 2% of your total grade;** you will receive your 2% if you accumulate 2 research credits during the given semester. Please note that all research learning credits must be completed and allocated by *Tuesday of the LAST WEEK of class at 11:55 PM* (April 23rd). Your instructor will receive and upload your credit to Moodle once this deadline has passed.

**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. *All students will need to request a new account as of Fall 2018, as old accounts have been deleted.*

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. *ONLY opportunities with CMST at the beginning will count toward your CMST classes.*

**When you create your account, it will be important to designate the CMST course you want to the credits assigned to.** Make sure you choose the correct Course, Section and Instructor. Failure to do this will keep the instructor from receiving your credits. For each CMST course participating

in the RPS system, you will need to earn 2 credits for each course. For example, if you are enrolled in CMST 2010 and CMST 2060, you will need to earn 4 total credits.

It is very important 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](mailto:researchadmin@lsu.edu).

## HAVE YOU DECLARED YOUR MAJOR OR MINOR?

Business leaders and other professionals recognize the importance of developing communication skills and analysis. 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 such 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.*

*The Department of Communication Studies offers 6 Pathways of Study as guidance for students interested in taking CMST courses. These pathways include lists of courses that can be taken for students interested in the following areas within Communication Studies:*

- *Public Discourse*
- *Art and Culture*
- *Professional Communication*
- *Communication in Human Relationships*
- *Visual and Mediated Communication*
- *Create your Own Pathway*

More information is available at [www.lsu.edu/cmst](http://www.lsu.edu/cmst) or by contacting our undergraduate advisor Mr. Kent Filbel ([kfilli@lsu.edu](mailto:kfilli@lsu.edu)), whose hours are posted at his office, 135 Coates Hall.