Communication 305.001
Introduction to Communication Theory
TR 9:30-10:45 in Ferguson 375 – Fall 2017
Department of Languages, Cultures, and Communication
College of Liberal and Applied Arts
Stephen F. Austin State University

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Teaching Hours: TR 9:30-10:45; 11:00-12:15; 12:30-1:45; 2:00-2:50 and online
Department: Languages, Cultures and Communication

Course Description: An introductory course designed to develop a basic understanding of foundational constructs in the field of communication.

Course Materials
Students will be expected to purchase the following materials.

University Core Curriculum Program Learning Outcomes:
Critical Thinking Skills - to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
Communication Skills - to include effective development, interpretation and expression of ideas through written, oral and visual communication
Teamwork - to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
Personal Responsibility - to include the ability to connect choices, actions and consequences to ethical decision-making

Student Learning Outcomes:
Develop an understanding of the field of communication studies, its sub-disciplines, career paths, professional associations, and publications.
Develop an understanding of communication theories and how to apply those communication theories in practice.
Apply theory to social interaction to evaluate communication competence and generate theoretically-based suggestions to enhance competence.

Communication Studies Program Learning Outcomes:
Objective 1—Theory Knowledge: Students majoring in Communication Studies should display comprehension of major communication theories.
Objective 2—Theory Application: Students majoring in Communication Studies will apply the major theories in the field to communicate effectively in a variety of settings.
Objective 3—Research Methods: Students majoring in Communication Studies will be able to use and demonstrate understanding of appropriate methodology in critical, humanistic, or social scientific paradigms in examining research questions in communication.

Objective 4—Diversity and Freedom of Expression: Students majoring in Communication Studies will be able to recognize the central role of diversity and freedom of expression in a global community.

Objective 5—Constitutive Nature of Communication: Students majoring in Communication Studies will be able to demonstrate knowledge of the constitutive nature of communication, which includes forces that enable and constrain communication such as technology, ethics, and organizational life.

Objective 6—Higher Order Thinking: Students majoring in Communication Studies will be able to demonstrate oral and written competence in logical and critical thinking.

Governing Policies: The following policies will apply toward classroom decorum.

1. Desire2Learn (D2L) AND ONLINE COURSEWORK: ALL students are expected to use D2L in this course to engage content modules, perform and keep up with graded activities and scheduled readings, complete exams and participate in the course. Students should sign in at d2l.sfasu.edu using the same username and password as MySFA.

2. ACCEPTABLE STUDENT BEHAVIOR: Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy D-34.1). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

3. COURSE ADAPTATIONS: To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

4. ACADEMIC INTEGRITY: Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism. Definition of Academic Dishonesty: Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without
giving the author due credit. Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp

6. GRADE WITHHELD POLICY (Semester Grades A-54): II. Withheld Grades: Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.
http://www.sfasu.edu/policies/semester_grds.asp

7. MAKE UP AND LATE WORK: All dates are final. Students should complete work as assigned through the semester. Graded activities not turned in on time result in a ZERO for the activity. Students missing work due to documented illness, University sponsored event or family emergency must provide acceptable documentation prior to making up any work that is scheduled to be completed within a single allotted timed event. Most graded activities are to completed over a multiple day window, such graded activities will not be accepted past the scheduled due date unless there is a documented medical emergency that is signified in writing from a medical doctor that the student was incapacitated during the entire time window of dates.

Evaluation: In addition to attendance, students will be evaluated using an exam and written work. Each evaluated activity must be completed and turned in by the scheduled time. Your professor throughout the semester will provide additional instructions.

Four assignments/discussion/group activities will be assigned throughout the semester to promote critical thinking and dialogue about theoretical constructs and real world application of course readings. Students will be graded on overall quality and participation for assignments and within each discussion connected to the content from readings/lectures. Students are expected to give thorough and well developed responses to each assignment/discussion prompt before stated due dates. For discussion posts, students are expected to provide strong responses to previous student posts that are not repetitive of other student responses. This grade will be an overall grade of all discussion posts and dialogue provided by each student. Students are expected to provide a minimum of two peer responses to posts in each discussion thread as well as their original posting. Simply, each student will have at least a total of three posts for each of the discussion threads throughout the semester. Original posts should conform to the requirements in the instructions. Peer responses should be 100 words. All posts are due before 11pm on the due date stated in the calendar.

Assignment/Discussion 1: 100 points
Assignment/Discussion 2: 100 points
Assignment/Discussion 3: 100 points
Assignment/Discussion 4: 100 points
Discussion Activities will combine to be worth a total of 400 points.

APA Library Assignment: This assignment is designed to make sure you know how to use APA style and can conduct research using the library’s databases prior to completing a researched work. The assignment is available in the Dropbox. Follow the instructions in the Dropbox, and submit it as a Word document.
APA Library Assignment is worth 100 points.

**Exams:** There will be three exams this semester. Exams will be multiple-choice and will be completed via D2L on the assigned date before 11pm. Students should study all assigned readings and lectures meticulously to prepare for exams. Exams will test the depth of students’ mastery of the content.

- **Exam 1 is worth 100 points.**
- **Exam 2 is worth 100 points.**
- **Exam 3 is worth 100 points.**
Exams will combine to be worth 300 points.

**Theory-In-Action Papers:** There will be two papers throughout the semester that will require each student to apply a pre-approved theory. Papers will be turned in via D2L Dropbox on the assigned dates provided in the course syllabus. Papers are always due at 11pm on the assigned date. Students should use APA formatting to write the papers and submit them as attachments in the Dropbox under the appropriate paper assignment title. Papers should always include a cover page that indicates your name and contact information. In addition to the cover page and reference list, the paper should be three complete double-spaced pages (see APA Style Guide for margins, font, etc.). At least FOUR sources must be cited within the paper: the textbook, TWO journal articles, and one source of the student’s choosing. Specific instructions for each paper’s content is available in the Dropbox on D2L. Each paper will be worth 100 points. Papers will be worth a total of 200 points.

The course will be worth a total of 1000 points.

1000-900 points is an A.
899-800 points is a B.
799-700 points is a C.
699-600 points is a D.
Anything below 600 points is a F.

**Calendar**

- **8/29** Introduction, syllabus, submitting work in APA
- **8/31** Communication Studies: field, sub-disciplines, professional organizations, journals, career opportunities

*Thursday, August 31st is the last day to add/drop, change schedule.

- **9/5** What is communication?
- **9/7** What is theory?

- **9/12** How do I read journal articles?
- **9/14** First Look ch. 4, Library Assignment Due to Dropbox before 11 pm

*Tuesday, September 12th is the 12th class day.*
9/19  First Look chs. 5 & 6; Assignment/Discussion 1 due to D2L before class starts
9/21  Exam 1 on D2L

9/26  First Look chs. 7 & 9
9/28  First Look chs. 11 & 12

10/3  First Look ch. 15
10/5  First Look chs. 17 & 18

10/10 First Look chs. 19 & 21
10/12 Assignment/Discussion 3 due to D2L before class starts

10/17 First Look ch. 20
10/19 Theory-In-Action Paper 1 Due to Dropbox before 11 pm

*Wednesday, October 18th is mid semester.

10/24 First Look chs. 22 & 23
10/26 Exam 2 on D2L

*Wednesday, October 25th is the last day to drop a class or withdraw from the university without a WP or WF.

10/31 First Look ch. 24
11/2  First Look chs. 25 & 30

11/7  First Look chs. 31 & 32
11/9  Narrative Transportation Theory

11/14 Assignment/Discussion 4: Group Theory Presentations (Groupthink, Uses and Gratification, and Cultivation Theories)
11/16 Assignment/Discussion 4: Group Theory Presentations (Action Assembly Theory, Social Learning Theory, and Interpersonal Deception Theory)

11/21 Thanksgiving Holiday
11/23 Thanksgiving Holiday

*Monday, November 27th is the last day to withdraw from the university.

11/28 First Look ch. 35
11/30 Theory-In-Action Paper 2 Due to Dropbox before 11 pm

12/5  Extended Parallel Process Model
12/7  First Look ch. 37

*Finals week is 12/11-12/16.

12/12 Exam 3 on D2L before 11:00 pm