Introduction to Communication Theory
COMM 3305.640 Online (D2L & ZOOM)
Fall 2021
Languages, Cultures and Communication
Communication Studies
www.sfasu.edu/commstudies

Professor: Elizabeth Spradley, Ph.D.
Associate Professor of Communication
Communication Coordinator
Office: LAN 418
Hours: Online
Phone: 936-468-7095
Classes: Online

Course Materials: Students will be expected to purchase the following textbook:
Griffin, E., Ledbetter, A., & Sparks, G. (2019). A First Look at Communication Theory
Any additional readings will be provided via D2L in PDF format.

Course Description: Introduction to Communication Theory surveys key foundational concepts in the field of communication.

COMM 3305 “Introduction to Communication Theory” (3 credits) Online delivery contains extensive written content as well as audio-visual presentations and exercises that includes the same information students in a face-to-face lecture course receive, requiring students to engage with the online modules for at least three hours per week. Students have weekly exercises, readings, and discussions, are expected to take regular quizzes and participate in exercises in class and are required to submit two papers. These activities average at a minimum 6 hours each week to prepare outside of classroom hours.

Student Learning Outcomes:
1) To differentiate different approaches to communication theory,
2) To recognize the role of communication theory in advancing the understanding and practice of communication,
3) To understand and recall communication theories across the various sub-disciplines of communication studies,
4) To apply and analyze communication theories to everyday life.

Communication Studies Program Learning Outcomes:
1. Applied Theory in Communication: Students majoring in Communication Studies will apply the major theories in the field to demonstrate their comprehension.
2. Research Methods in Communication: 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.
3. 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.
4. 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.

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

6. Presentational Skills: Students majoring in Communication Studies will demonstrate the ability to present various topics in a professional manner that includes researching, planning, organizing, and presenting with visual aids and/or multi-media technology.

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

1. 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.

2. 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/.

3. 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

4. D2L/ONLINE COURSEWORK: ALL students are expected to use D2L in this course to perform and keep up with graded activities and scheduled readings. Students should sign in at http://d2l.sfasu.edu using the same username and password as MySFA. All graded activities will be turned in or completed via D2L.

5. 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

**Attendance, Participation and Make-up Work Policy:** Students are expected to attend/participate in the online course throughout the semester. Skipped assignments will not be made-up. Generally, the following policy will apply to absences and make-up work:

> You will be allowed to make up a missed graded activity only when conditions are clearly beyond your control and are convincingly documented. If you do not have valid documentation for the absence, you will receive a ZERO for the assignment.

**ZOOM Course Times:** Students are expected to attend the ZOOM class dates indicated in the course timeline. The time of each ZOOM session follows the course schedule.

**Evaluation:** Students will be evaluated using exams, quizzes, discussions, and essays. Each evaluated activity must be completed and turned in by the scheduled class meeting time. Your professor provides additional instructions through the D2L tool and assignment, and all due dates are on the Course Timeline in the Getting Started module.

**ALL WRITTEN WORK MUST USE APA STYLE GUIDE FORMATTING.**

**Exams:** There will be two exams throughout the semester. Exams will be multiple-choice. Exams will be administered through D2L “Quiz” tab and must be completed on the assigned date and set time provided in the Course Timeline.

**Quizzes:** There will be quizzes throughout the semester. The quizzes will be much like the exams but in shorter units to assess learning as the class unfolds. Dates are indicated in the Course Timeline.

**Discussions:** Discussions will be associated with module and textbook reading/content and assigned on the Course Timeline.

**Term Paper:** The term paper will be submitted in the D2L Dropbox and assigned on the Course Timeline.

**Evaluation Summary:** Final grade averages will be determined by an accumulation of each evaluated activity. **Total Course Points: 1000**

**Grading Scale:**
- 900-1000: A
- 800-899: B
- 700-799: C
- 600-699: D
- 599 or less: F

**Tentative Course Calendar:** See COURSE TIMELINE after the Welcome and Getting Started Module in D2L.