

## **San José State University, Communication Studies COMM 101, Introduction to Communication Studies, Section 1, Summer 2008**

<b>Instructor:</b>	Andrew Wood, Ph.D, Associate Professor of Communication Studies
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<b>Class Website:</b>	<a href="http://www.sjsu.edu/faculty/wooda/101">http://www.sjsu.edu/faculty/wooda/101</a>
<b>Instructor Homepage:</b>	<a href="http://www.omnitoria.com">http://www.omnitoria.com</a>
<b>Office hours:</b>	T: 10:00 A.M. to 12:00 p.m.
<b>Class days/time:</b>	T, R - 1:00 p.m. to 4:15 p.m.
<b>Classroom:</b>	HGH 225

### **Catalog Description**

Overview of the contemporary field of communication studies based on survey of theoretical and practical responses to communication problems arising from changing social contexts. Discussion of communication literature, resources and methods of inquiry. Students will begin their major portfolios. Prerequisite: Completion of GE oral communication.

### **Succeeding in this Class**

At SJSU, students are expected to spend two hours outside of class for every one hour of class time. Because this is a three-unit class (meeting twice a week in summer), you can expect to spend a minimum of twelve hours per week in addition to time spent in class and on scheduled tutorials or activities. Special projects or assignments may require additional work for the course. Careful time management will help you keep up with readings and assignments and enable you to be successful in all of your courses.

### **Course Goals**

Communication lies at the heart of being human. Even before attending a day of school, you sought to learn its arts, observe its affects, and even analyze its principles. This may sound overstated, but remember: From the first day you opened your mouth to speak intentionally, you began a lifelong investigation of communication. How would you craft your messages? What would be the most effective words? How might you replicate your success or learn from failure? As a pattern-seeker trying to unravel the structures the human condition--seeking to anticipate, predict, interpret and influence the choices of others--you have a lifetime's experience as a communication theorist and practitioner.

But do you need a major, a department, or a textbook for something so common to the human experience? One may offer the facile response that "simply because one communicates does not assure that one communicates well." From this standpoint, we could propose that the study of communication offers us the skills, tools, and practices of an expert. Certainly, we all can improve our communication abilities. However, we will not limit our study of communication to simply doing communication better. Otherwise, we could take a few advanced public speaking courses and focus our energies on pursuits best explored by our friends in economics, political science, and philosophy. No, the field of communication studies offers us more than mere tricks and tips.

As students of communication, we believe that the central purpose of humankind is to make sense of the cosmos and our roles within it, to share our perspectives with others, and to fashion some consensus

for how we as individuals and groups should act. Thus, whether we want to understand the ideal interpersonal relationship, the most effective corporate enterprise, or the most astute political choice, we encounter communication in the center of all human endeavors. The study of communication does not merely offer a tool for working in the world; it offers a lens for understanding it, even changing it.

Our perspective on communication may be termed "idealistic" because of its assumption that ideas matter, along with its positive outlook. At the same time, our approach also states that ideas cannot exist apart from the means to communicate them. Thus, students of communication take seriously the material conditions of life, from the embodied performances of nonverbal communication, to the design of spaces and places that shape our messages, to the economic and political strategies that invite the communication of some while silencing the voices of others. The field of communication engages human sense-making at the levels of abstract theories and concrete experience, offering an ancient intersection of art and science that continues to offer original and meaningful answers to the most pressing contemporary questions about life and love, power and conflict.

**Student Learning Objectives** After successfully completing this course, you will:

LO1: Demonstrate understanding of the major theories that have shaped the field of communication, and their relevance to your life and your scholarship.

LO2: Demonstrate understanding of the major paradigms at work in the communication field, and how those paradigms shape theoretical perspectives and research methods.

LO3: Describe how particular communication theories and methods can be used to address communication problems in social and cultural contexts

LO4: Demonstrate ability to write and cite research sources in a manner consistent with communication scholarship.

LO5: Develop a portfolio of your work in this course documenting your personal, professional, and scholarly interests.

## **Required Texts and Readings**

### **Textbook**

Griffin, E. (2006). *A first look at communication theory – Sixth Edition*. New York: McGraw Hill.  
ISBN-10: 0073010189 This textbook may be purchased at the college bookstore.

### **Other equipment requirements**

Two Scantron forms (No. 882-E) and a number two pencil

## **Library Liaison**

Susan Klingberg (Susan.Klingberg@sjsu.edu) is the library liaison for Communication Studies.

## **Classroom Protocol**

*Attendance:* In this class, we will frequently discuss issues and concepts that cannot be found in the assigned readings. Therefore, your participation is required. If you miss class, it is your responsibility to get class notes or other necessary information from a colleague.

*Make-ups:* Assignments are due at the beginning of the class period noted on the greensheet. Unexcused late assignments may be made up. However, I deduct 10 percent per 24-hour period after the assignment is due.

*Tardiness:* Be seated when class begins. I reserve the right to alter your assignment requirements if you are excessively tardy.

*Extra Credit:* I do not offer extra credit. Given the many resources I make available in this class, I believe that every student has an opportunity to earn 500 points. Moreover, grading extra assignments for students who request "extra credit" is unfair to other students who work within the 500-point limit.

*Cell phones, pagers, and other electronic leashes:* Please switch all of your communication devices to non-audible status while in the classroom.

*FAQ:* Read the Frequently Asked Questions page at: <http://www.sjsu.edu/faculty/wooda/faq.html>

## **Dropping and Adding**

You are responsible for understanding the policies and procedures about add/drops, academic renewal, and similar topics found at: [http://sa.sjsu.edu/student\\_conduct](http://sa.sjsu.edu/student_conduct)

## **Assignments**

### **Unannounced Quizzes (LO1 and LO2)**

To inspire you to read and retain the material we cover in this class, I will conduct seven brief multiple-choice quizzes. Each quiz will be designed to test *only* that you've read and considered the reading for that day. I will only use your four top scores for this component. Quizzes may not be made up.

### **Initial Reflection Essay (LO1, LO2, LO3, LO4, LO5)**

In three to five pages, develop an essay that accomplishes the following goals: (1) Describe the field of communication studies: its primary areas of interest and professional opportunities; (2) Indicate what concentration of communication scholarship interests you the most; (3) Summarize two examples of recent communication scholarship (with APA in-text citation) that relates to your area of interest; and (4) Share how completion of this degree relates to your personal goals. Instructions:

- Ensure that each section is balanced in length and development.
- Download the PDF gradesheet and attach it to your essay.  
<http://www.sjsu.edu/faculty/wooda/gradesheet.pdf>
- Keep an electronic copy for your portfolio.

**Research Proposal (LO1, LO2, LO3, LO4, LO5)**

In five to seven pages, develop a *Research Proposal* for a course project related to communication research. Your proposal will include four parts: (1) introduction and justification of topic: a specific research question or hypothesis; (2) literature review containing at least three separate and distinct scholarly communication articles; (3) explanation of theory and research method that guides your work; and (4) description of preliminary results. Along with the Research Proposal, write a one to two page *Frame* that includes two parts: (1) Describe how this proposal contributes to the personal goals noted in your initial reflection essay; (2) Describe how this proposal relates to ONE of the four departmental cornerstones. Instructions:

- Ensure that each section is balanced in length and development.
- Download the PDF gradesheet and attach it to your essay.  
<http://www.sjsu.edu/faculty/wooda/gradesheet.pdf>
- Keep electronic copies for your portfolio.

**Midterm and Final Examinations (LO1, LO2, and LO3)**

Each exam invites you to synthesize the knowledge gained throughout the course. The exams employ multiple choice, true/false, and matching questions. The final examination is not comprehensive.

Your final grade is based on the following:

Quiz 1	_____	out of 25 pts	(5%)
Quiz 2	_____	out of 25 pts	(5%)
Quiz 3	_____	out of 25 pts	(5%)
Quiz 4	_____	out of 25 pts	(5%)
Initial Reflection	_____	out of 50 pts	(10%)
Midterm	_____	out of 100 pts	(20%)
Research Proposal	_____	out of 100 pts	(20%)
Frame	_____	out of 50 pts	(10%)
Final Exam	_____	out of 100 pts	(20%)
Total	_____	out of 500 pts	

485+	A+				
465-484	A	450-464	A-	435-449	B+
415-434	B	400-414	B-	385-399	C+
365-384	C	350-364	C-	335-349	D+
315-334	D	300-314	D-	299	F

## **University Policies**

### **Academic integrity**

You must be familiar with the University's Academic Integrity Policy available at [http://sa.sjsu.edu/student\\_conduct](http://sa.sjsu.edu/student_conduct). "Your own commitment to learning, as evidenced by your enrollment at San Jose State University and the University's integrity policy, require you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical development."

The following is language common to most Communication Studies syllabi: I will not tolerate instances of academic dishonesty. Cheating on quizzes or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. "If you would like to include in your assignment any material you have submitted, or plan to submit for another class, please note that SJSU's Academic Policy F06-1 requires approval of instructors."

### **Campus Policy in Compliance with the Americans with Disabilities Act**

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the DRC (Disability Resource Center) to establish a record of their disability.

## Schedule: COMM 101, Introduction to Communication Studies, Section 1, Summer 2008

*Subject to change with fair notice*

<b>Date</b>	<b>Description</b>	<b>Reading</b>	<b>Assignments</b>
June 3	Welcome and Cornerstones		
June 5	Enter the Field	Chapters 1, 2, and <i>Pathways</i> ( <a href="http://www.natcom.org/pubs/books/pathways/5thEd.htm">http://www.natcom.org/pubs/books/pathways/5thEd.htm</a> )	
June 10	Relational Messages	Chapters 4, 5, and <i>Portfolios</i> ( <a href="http://www.sjsu.edu/faculty/wooda/101-summer/OnPortfolios.doc">http://www.sjsu.edu/faculty/wooda/101-summer/OnPortfolios.doc</a> )	Discuss research component of class and Portfolio
June 12	Relational Development	Chapters 8, 10	<b>Submit Initial Reflection Essay</b>
June 17	Relational Maintenance	Chapters 11, 12	Discuss Research Proposal topics
June 19	Organizational Communication	Chapters 20, 21	Discuss Research Proposal lit review
June 24			<b>Midterm Exam</b>
June 26	Public Communication: Rhetoric	Chapters 22, 23	Discuss Research Proposal method
July 1	Public Communication: Media and Culture	Pages 354-357, McLuhan ( <a href="http://www.afirstlook.com/mcluhan.cfm">http://www.afirstlook.com/mcluhan.cfm</a> )	Discuss Research Proposal findings
July 3	Public Communication: Media Analysis	Chapters 25, 26	Discuss Frame
July 8	Cultural Communication: Performance and Gender	Chapters 32, 33, 34	<b>Submit Proposal (including Frame)</b>
July 10			<b>Final Exam</b>