

## San José State University, Dept. of Communication Studies COMM 101C, Junior Seminar: Theorizing Communication Class Number 42360, Section 4, Fall 2015

<b>Instructor:</b>	Andrew F. Wood, Ph.D, Professor of Communication Studies
<b>Office location:</b>	HGH 210
<b>Telephone:</b>	408-924-5378
<b>Email:</b>	<a href="mailto:Andrew.Wood@sjsu.edu">Andrew.Wood@sjsu.edu</a>
<b>Instructor Homepage:</b>	<a href="http://www.professorwood.com">http://www.professorwood.com</a>
<b>Class days/time:</b>	Tuesday, Thursday: 3:00 p.m. to 4:15 p.m.
<b>Classroom:</b>	HGH 223
<b>Office hours:</b>	Tuesday, Thursday: 12:30 p.m. to 2:30 p.m. (Sign up via Google Calendar <a href="https://goo.gl/ZDvMDu">https://goo.gl/ZDvMDu</a> - and ensure that your calendar settings reflect the correct time zone) <i>For all visits, be prepared to show your reading/classroom notes.</i>
<b>Prerequisites:</b>	Completion of GE oral communication

### 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.

### Succeeding in a Four-Unit Course

SJSU students are expected to spend two hours outside of class for each single hour of class time. Because this is a four-unit class, you can expect to spend a minimum of **eight hours** per week in addition to time spent in class and on scheduled tutorials or activities. Careful time management will help you keep up with readings and assignments and enable you to be successful in all of your courses.

### Engagement Unit

All four-unit courses in Communication studies include a unit of engagement. This unit of engagement is designed to enrich students' learning experiences and to facilitate student achievement of course learning objectives. Students enrolled in four-unit courses are expected to spend on average 45 hours (average of three hours per week over the course of a regular semester) outside of the classroom to complete engagement activities. This unit is worth 25% of the overall grade. For COMM 101, this component is the *Program Learning Outcomes Paper*.

### Canvas Class Website

Copies of the course syllabus and major assignment sheets may be found on the class Canvas website at <https://sjsu.instructure.com/courses/1163223>. You are responsible for regularly checking messages sent via Canvas. The announcement page will be used for updates and other important alerts about the class.

## Foundations, Inquiry, Practice

Each course in the Department of Communication Studies primarily focuses on one of three areas: Foundations (theoretical underpinnings of the discipline), Inquiry (research in the discipline), or Practice (application of communication theories and concepts to real world contexts). COMM 101C, certainly a foundation course for our department, also addresses research (inquiry) and practice (application) in order to provide an introductory experience for each Communication Studies major.

**Foundations** are theoretical and conceptual frameworks for understanding and evaluating communication.

### *Program Learning Outcomes*

Understanding Communication Theories: Demonstrate an understanding of at least one major theory in the field of communication.

**Inquiry** is research methods that generate and evaluate new knowledge about communication.

### *Program Learning Outcomes*

Research Methods: Demonstrate an understanding of methods of communication research and analysis such as rhetorical, critical, interpretive, performative and social scientific approaches and their ethical implications.

Research Application and Critique: Develop and apply analytical skills and ethical practices for understanding, conducting, and evaluating communication research studies.

**Practice** is the use of communication skills and the application of theoretical frameworks and research methods in specific contexts.

### *Program Learning Outcomes*

Communication Competence: Demonstrate the ability to communicate competently and in a theoretically informed manner in a variety of contexts.

Social Responsibility: Demonstrate social responsibility, ethical awareness, and community engagement.

## 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, along with its positive outlook, we believe that *ideas matter*. 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.

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

CLO1: Develop understanding of the major theories that have shaped the field of communication, and their relevance to your life and your scholarship.

CLO2: Demonstrate understanding of the major paradigms at work in the communication field, and how those paradigms shape theoretical perspectives and research methods.

CLO3: Describe how particular communication theories and methods can be used to address communication problems in social and cultural contexts.

CLO4: Select and cite research sources in a manner consistent with communication scholarship.

CLO5: Expand your engagement with the SJSU Department of Communication Studies: its community, its resources, and its values.

## **Required Texts and Readings**

### **Textbook**

Griffin, E. (2012). *A first look at communication theory* (8th ed.). New York: McGraw Hill.  
ISBN-13: 978-0073534305. This textbook may be purchased at the college bookstore.

### **Other equipment requirements**

You will need two Scantron forms (No. 882-E) and a number two pencil.

You are also *strongly encouraged* to use a cloud-based backup system such as Google Docs or Dropbox to limit the risk of document-loss.

## **Library Liaison**

The Communication Studies Department encourages vigorous and ethical research as part of information literacy for all of its students. For assistance in the library go to the King Library Reference Desk (2nd floor; 408-808-2100) and use the Communication Research Guide available at <http://libguides.sjsu.edu/communication>. The library liaison for Communication Studies is Silke Higgins [silke.higgins@sjsu.edu](mailto:silke.higgins@sjsu.edu), who will help you with your questions about the library.

## **Classroom Protocol**

*Student Conduct:* It is your responsibility to know what constitutes improper behavior at San José State University. This information can be found in the SJSU university catalog and on this website: <http://www.sjsu.edu/studentconduct/Students/>. Sanctions for improper behavior can include removal from the class.

*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. As a means to that end, I recommend getting contact information for at least three classmates (see last page of syllabus).

*Make-ups:* Assignments are due at the beginning of the class period noted on the syllabus. Unexcused late assignments may be made up before finals week. 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 mandate a personal behavioral contract if you are excessively tardy.

*Extra Credit:* I do not offer extra credit. Given the many resources I make available in this class, 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.

*Mobile devices:* Cell phones, computers, and other tools are permitted in my classroom if they are used responsibly. Read my full policy: <http://www.sjsu.edu/faculty/wooda/mobile-device-policy.html>

*Intellectual property:* Course material that I have developed for this class remains my intellectual property and cannot be shared publicly without my approval. You may not publicly share or upload my materials (such as exam questions or lecture notes) without my consent.

*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 and academic renewal. I recommend that you review SJSU Student Information resources at: <http://info.sjsu.edu/>

## Assignments

### Unannounced Quizzes (CLO1 and CLO2)

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 test *only* that you've read and considered the reading for that day. I will only use your four top scores for this component. *Missed quizzes may not be made up.*

### Initial Reflection Essay (CLO1, CLO2, CLO3, and CLO4)

In three to four pages, develop an essay (with an introduction and conclusion paragraph) whose body points accomplish the following goals in turn: (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. Include condensed **Theory Scan** (explained below) and a specific Research Question or Hypothesis you might use for your Research Project, (3) Summarize at least two examples of recent peer reviewed communication scholarship [no industry journals like *Advertising Age*] – with APA in-text citation – that relate to your area of interest, and (4) Identify how completion of this degree relates to your personal and professional goals.

- Participate in **Theory Scan** exercise by summarizing three communication theories from our textbook (chapter 5 and above). Each summary should be approximately 3 to 5 sentences in length. You will present your Theory Scan in a small group discussion. You will also include a condensed version of your findings (3 to 5 sentences *total*) in Section Two of your IRE.
- Complete a **Reference Check** (must have been evaluated by me – and marked “satisfactory” or better – *before* the deadline for this assignment). Learn more: <http://www.sjsu.edu/faculty/wooda/101/referencecheck.html>
- Review COMM Research Backgrounder: <http://www.sjsu.edu/faculty/wooda/101/backgrounder.pdf>
- Download and attach gradesheet: <http://www.sjsu.edu/faculty/wooda/gradesheet.pdf>
- Keep an electronic copy for your portfolio.

### Research Project (CLO1, CLO2, CLO3, and CLO4)

In five to six pages, develop a *Research Project* on a topic related to communication research. Along with an introduction and conclusion paragraph, your project will include four main body sections in turn: (1) background and justification of specific communication artifact – along with a related research question or hypothesis, (2) literature review containing at least *four* separate, distinct scholarly communication journal articles [again, no industry journals like *Advertising Age*] organized into two meaningful categories, (3) explanation of theory and research method that guides your work, and (4) preliminary analysis (via theory/method) of your artifact. Additional instructions:

- Download and attach gradesheet: <http://www.sjsu.edu/faculty/wooda/gradesheet.pdf>
- Keep electronic copies for your portfolio.

### Research Project Presentation (CLO1, CLO2, CLO3, and CLO4)

Present a 5-7 minute extemporaneous oral presentation that summarizes your Research Project to the class. A successful presentation requires well-developed ideas, clear organization, and professional, audience-focused delivery. You may use only one 3X5 note card for this activity. Be prepared for questions from the audience and from me.

You can access my rubric online: <http://www.sjsu.edu/faculty/wooda/101/Rubric-Oral-Presentation.pdf>

## **Midterm and Final Examinations (CLO1, CLO2, and CLO3)**

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.

*Bring an 882-E Scantron and a #2 pencil to both exams.*

## **Fourth Unit: Program Learning Outcomes Paper (meets all CLOs)**

Note: This new assignment is intended for use in each section of COMM 101.

This engagement assignment will familiarize you with our department's program learning objectives (PLOs). The major covers three areas, Foundations, Inquiry, and Practice, in which you will work towards their associated program learning outcomes. Please review each PLO. You may view descriptions of our three areas and their associated PLOs by visiting,

<http://www.sjsu.edu/comm/undergraduates/ba/outcomes/index.html>.

Step 1. Research each course related to the three areas, Foundations, Inquiry, and Practice. Reflect on the degree to which each course is represented in the PLOs for each area. You may review our course listings by visiting <http://www.sjsu.edu/comm/undergraduates/ba/courses/index.html>. You may also find a link to the course descriptions on the same page.

Step 2. Find one course that best represents each PLO. For example, you will choose one Foundations course that best represents the “Understanding Communication Theories” PLO. You will do the same for the remaining PLOs. This step will take the most time to complete. I recommend you read course descriptions, ask about the courses on our COMM social media sites, talk with your classmates or a peer advisor in the COMM Center, and talk with faculty who have taught the course. This extra effort in research will help you decide if a course you have selected best represents a PLO.

Step 3. Write a three to four-page summary of what you experienced and learned. Organize your paper into two sections: (1) summary and (2) reflection. You will make specific connections between the department's three areas, their associated PLOs, and courses in your summary. You will integrate your academic goals, concerns, and/or ambitions in the reflection section of your paper.

Step 4. Create your e-portfolio shell in Canvas. Learn more about creating an e-portfolio at <http://guides.instructure.com/m/4212/1/41370-how-do-i-create-a-new-eportfolio>.

Step 5. Upload your essay to your e-portfolio and submit a link to your e-portfolio before the assignment deadline.

## **University Policies and Resources**

### **Academic integrity**

You must be familiar with the University's Academic Integrity Policy available at <http://info.sjsu.edu/static/catalog/integrity.html>. "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."

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 [Accessible Education Center](#) [previously called the Disability Resource Center] to establish a record of their disability.

### **Religious Holidays**

San José State University shall provide accommodation on any graded class work or activities for students wishing to observe religious holidays when such observances require students to be absent from class. It is the responsibility of the student to inform the instructor, in writing, about such holidays before the add deadline at the start of each semester. If such holidays occur before the add deadline, the student must notify the instructor, in writing, at least three days before the date that he/she will be absent. It is the responsibility of the instructor to make every reasonable effort to honor the student request without penalty, and of the student to make up the work missed.

### **Student Technology Resources**

Computer labs for student use are available in the new Academic Success Center located on the 1<sup>st</sup> floor of Clark Hall and on the 2<sup>nd</sup> floor of the Student Union. In addition, computers are available in the Martin Luther King Library. A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include digital and VHS camcorders, VHS and Beta video players, 16 mm, slide, overhead, DVD, CD, and audiotape players, sound systems, wireless microphones, screens and monitors.

### **Communication Center**

The Communication Center is located in Hugh Gillis Hall 229 and is open Monday through Thursday from 10:30AM to 4:30PM August 31 to December 8. The Center provides support for all students interested in developing their personal and professional communication skills, and offers specialized support for those enrolled in Communication Studies courses. Services include in-person workshops and self-paced online modules via Canvas. Upper-division Communication Studies students staff the Center and are trained in coaching students on a variety of topics related to our department courses. Need a quiet place in HGH to study or meet? Drop-in to 229, 233, 235, or reserve 243-251. To make an appointment with one of our tutors or to reserve a room, go to <http://mywco.com/sjsucommcenter>. More information can be found through the website <http://commcenter.sjsu.edu/>

**Academic Counseling Center for Excellence in the Social Sciences (ACCESS)**

Clark Hall Room 240, 924-5363, [socsci-access@sjsu.edu](mailto:socsci-access@sjsu.edu)

Dr. Hien Do, Faculty Director, [Hien.Do@sjsu.edu](mailto:Hien.Do@sjsu.edu), 924-5461

Valerie Chapman, Academic Advisor, [Valerie.Chapman@sjsu.edu](mailto:Valerie.Chapman@sjsu.edu), 924-5364

All COSS students and interested students are invited to stop by the Center for general education advising, help with changing majors, academic policy related questions, meeting with peer advisors, and/or attending various regularly scheduled presentations and workshops. Call or email for an appointment, or just stop by.

**SJSU Writing Center**

The SJSU Writing Center in Clark Hall 126 is staffed by professional instructors and upper-division or graduate-level writing specialists from each of the seven SJSU colleges. The writing specialists have met a rigorous GPA requirement, and they are well trained to assist all students at all levels within all disciplines to become better writers. More information available at: <http://www.sjsu.edu/writingcenter/>

**Grading:** Your final grade is based on the following:

Quiz 1 (unannounced)		_____ out of 25 points (5%)
Quiz 2 (unannounced)		_____ out of 25 points (5%)
Quiz 3 (unannounced)		_____ out of 25 points (5%)
Quiz 4 (unannounced)		_____ out of 25 points (5%)
Theory Scan	(9/1)	No point value
Reference Check	(9/8)	No point value
Draft RQ or Hypothesis	(9/17)	No point value
Initial Reflection Essay	(9/22)	_____ out of 50 points (10%)
Midterm Exam	(10/1)	_____ out of 50 points (10%)
Research Project [Paper]	(11/3)	_____ out of 75 points (15%)
Research Project [Presentation]	(TBD)	_____ out of 25 points (5%)
<b>Fourth Unit: PLO Paper</b>	(11/24)	_____ out of 125 points (25%)
Final Exam	(12/14)	_____ out of 75 points (15%)
Total		_____ out of 500 points (100%)

**Determining Your Final Grade**

Total		_____ out of 500 points (100%)
A+ = 485+ points	A = 465-484 points	A- = 450-464 points
B+ = 435-449 points	B = 415-434 points	B- = 400-414 points
C+ = 385-399 points	C = 365-384 points	C- = 350-364 points
D+ = 335-349 points	D = 315-334 points	D- = 300-314 points
F = 299 and fewer points		



San José State University, Dept. of Communication Studies  
 COMM 101C, Junior Seminar: Theorizing Communication  
 Class Number 24455, Section 4, Spring 2014  
 Class Schedule (subject to change with reasonable notice)

Dates	Description	Reading	Assignments	Notes
Aug 20	Welcome and Overview			We will discuss course concepts and activities.
Aug 25 Aug 27	Enter the field	Chapters 1 and 2 and Theory Scan reading		We will discuss Initial Reflection Essay.
Sep 1 Sep 3	Communication Research	Chapters 3, 4, and <a href="#">backgrounder</a> (clickable from class website)	Theory Scan - Tue	
Sep 8 Sep 10	Relational Messages (symbolic interactionism and CMM)	Chapters 5 and 6	Reference Check - Tue	We will discuss Fourth Unit Engagement Activity.
Sep 15 Sep 17	Relational Development and Maintenance (social penetration, relational dialectics and interactional view)	Chapters 9, 12 and 14	RQ or Hypothesis draft - Thu	We will discuss final questions about Initial Reflection Essay.
Sep 22 Sep 24	Organizational Communication (cultural and critical approaches)	Chapters 20 and 21	Submit Initial Reflection Essay - Tue	We will discuss Research Project and potential topics.
Sep 29 Oct 1	Review and Midterm	Read <a href="#">Literature Reviews blog-post</a> (clickable from class website)	Midterm Examination – Thu	We will discuss Research Project Literature Review.  Thursday midterm will be held 3:00 p.m. to 4:45 p.m. in HGH 223.
Oct 6 Oct 8	Public Communication ( <i>The Rhetoric</i> and dramatism)	Chapters 22 and 23		We will discuss Research Project Theory and Method.
Oct 13 Oct 15	Media Studies (introduction to postmodernity, McLuhan, and cultivation theory)	Pages 319-320 and Chapters 25 and 29		We will discuss Research Project Analysis.

Dates	Description	Reading	Assignments	Notes
Oct 20 Oct 22	Cultural Studies (semiotics and Hall's approach)	Chapters 26 and 27		We will discuss Research Project Reminders.
Oct 27 Oct 29	Cultural Communication: Gender (genderlect and standpoint theory)	Chapters 34 and 35		We will discuss and schedule Oral Presentations.
Nov 3 Nov 5	Cultural Communication: Performance (speech codes theory)	Chapter 33	Submit Research Project - Tue	
Nov 10 Nov 12	Oral Presentations – Day 1 and 2			
Nov 17 Nov 19				No class on Tuesday/Thursday (National Communication Association)
Nov 24 Nov 26	Oral Presentations – Day 3		Submit Program Learning Outcomes Paper - Tue	No class on Thursday (Thanksgiving holiday)
Dec 1 Dec 3	Oral Presentations – Day 4 and 5			
Dec 8	Final review			
Dec 14	Course conclusion		Final Exam	Final Exam held Monday, 2:45 p.m. to 5 p.m. in HGH 223

**Peer Contact Information** (folks to call if you have questions about a missed class)

Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_