COMM 2010: COMMUNICATION THEORY



SPRING SEMESTER 2017, TUESDAY & THURSDAY, 8.00 - 9.15 AM (KUHLIN CENTER 208)

INSTRUCTOR: YANNICK KLUCH **OFFICE:** 405 KUHLIN CENTER (FORMER SOUTH HALL)

YKLUCH@BGSU.EDU HOURS: MONDAY, 6.00 – 8.00 PM (+ BY APPOINTMENT)

REQUIRED TEXT:

Griffin, E. (2012). *A first look at communication theory* (9th ed.). New York, NY: McGraw Hill.

We will be using the <u>9th edition</u>. The book cover is green (not blue or red); you can purchase it at the bookstore or online (e.g., amazon.com). Alternatively, you can save money by purchasing or renting the eBook version of the text. The text has a free companion website (www.afirstlook.com) with supplemental information.

Additional readings and materials will be posted on our COMM 2010 Canvas site.

REQUIRED MATERIALS:

Each student is required to purchase a **package of 3x5 notecards**. You will use these notecards to turn in quizzes that will be given during class sessions. <u>Quizzes that are not printed on notecards will not be graded.</u>

STUDENT LEARNING OBJECTIVES:

- 1. Increase students' knowledge about core communication concepts, theories, research, and applications.
- 2. Challenge students to critically evaluate and utilize communication theories and research findings.
- 3. Empower students to apply their knowledge and skills from this course to produce an annotated bibliography and written communication scholarship.

GRADING SCALE:

You will have 1000 points to earn for the semester. The following grading scale will apply to this course:

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A = 1000 - 900 \text{ pts.}
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B = 899 - 800 pts.

C = 799 - 700 pts.

D = 699 - 600 pts.

F = 599 pts. and below

ASSIGNMENTS:

Participation (105 points)

In COMM 2010, your attendance is essential to your success. You are expected to participate in class discussions and activities. Because your presence and participation are so integral to your COMM 2010 experience, participation will be graded for the duration of the semester. Participation is worth 105 points. You will be awarded seven participation points each week: 3.5 points per class meeting.

Because there are 16 weeks in each semester – which provides the opportunity for you to earn more than 105 points (112 points in total) – you may miss participating

in up to one full week of class meetings without jeopardizing your grade in any way. Each time thereafter will result in a reduction of your overall participation grade. As such, not attending beyond the two "free passes" will negatively impact your overall grade in the course. Please be aware that your presence in class does not guarantee full credit for that session. You are awarded points not for your presence but for your <u>full participation</u> (attendance does <u>not</u> equal full credit for participation).

Your participation score will be determined by your participation during each class session. Full participation means completing activities and being actively engaged in class discussions and lectures. In-class activities are designed to help you apply knowledge and concepts from the course readings. You must be in class to participate in the activities and discussions – no in-class work can be made up after class.

Quizzes (120 points)

There will be several in-class quizzes utilized throughout the semester based on class readings. The quizzes are designed to help you to master course material, to reward those who come to class and complete the reading assignments, and to prepare you for the exams in this class. There will be a total of 18 quizzes given throughout the semester. However, only your top 15 quiz grades will count towards your final grade, which means that your three lowest quiz grades will be dropped at the end of the semester.

Each quiz is worth 8 points and consists of four questions (i.e. 1 question = 2 points). Quizzes will be given <u>in class</u> at either the beginning, middle or end of the class period. Please also be aware that the quiz will cover all readings that are assigned for the day the quiz is due.

Sample Annotation (35 points), DUE: Friday, February 24

In this assignment, you will write an annotation for an article published in a reputable Communication journal. A list of acceptable journals (along with an example of a sample annotation) can be found on the assignment page for this assignment on Canvas. In the annotation, students will provide a summary of the article. Overall, the annotation should only entail a single paragraph. All annotations need to be saved as Microsoft Word docs, and uploaded onto Canvas. That paragraph should include the following elements:

- 1. Basic overview of the article.
- 2. Explanation of the epistemological foundation for the article.
- 3. Explanation of the research tradition in which the article would fit.
- 4. Explanation of the theory utilized in the article.
- 5. Description of the methods that were used by the researchers.
- 6. A citation for the article, in APA format.

Mid-Term Exam (200 points total), DUE: Sunday, March 5

You will take a mid-term exam testing your knowledge of the class content covered in the first half of the semester. The mid-term exam will be made available on Canvas and will be available from Thursday, March 2, 9:30 AM, to Sunday, March 5, 11:59 PM. You will have two hours to complete the exam. Each question is worth four points (= total of 200 points). The mid-term exam will cover the material from section 1 (Introduction to the Field of Communication), section 2 (Relational Communication), and section 3 (Organizational Communication).

Annotated Bibliography (150 points), DUE: Tuesday, March 28 (11:59 PM)

For this assignment, you will put together a short literature review based on <u>at least five articles</u> published in reputable Communication journals. A list of acceptable journals can be found on the assignment page for this assignment on Canvas. <u>The theory must be one that is not covered in the textbook.</u> If the paper explains a theory that is covered in the textbook, there will be an automatic 50% grade deduction.

In this paper, students will assemble at least five different annotations together to form the main body of the paper. Overall, these annotations should provide a summary of how a particular theory has been used in the field of Communication. The paper should also entail an introductory paragraph as well as a reference page. Overall, the paper should entail the following components:

- 1. 5+ research articles from Communication journals.
- 2. An overview paragraph that explains the theory, the predominant epistemological foundation for the theory, and an explanation of which research tradition the theory fits into.
- 3. An annotation for each of the five articles. Each annotation should explain the methods used, the findings, and how the article has contributed to the theory.
- 4. A reference page citing each of the articles in APA format.

Overall, the annotations in this paper should not look exactly like the sample annotation written for the sample annotation assignment. Instead, the basic epistemological and research tradition info will be compiled into the introduction for the paper. The annotations in this paper should spend more time/attention to methods, findings, and especially how each article contributes or builds to the theory. The papers should be saved as Microsoft Word files and uploaded to Canvas.

Communication Application (70 points), DUE: Thursday, April 6 (by 11:59 PM)

For this assignment, you will need to identify a communication phenomenon going on around you in your life and explain it using a theory from the textbook or class.

Overall, the paper should be a 3-to-4-page reflection paper. You should provide an introduction, in which you provide a brief overview of the phenomenon and theory. You are then required to thoroughly describe the phenomenon and explain how it relates to a theory from our class by applying a detailed description of the theory to the communication phenomenon of your choice. Please be sure to cite any relevant sources in APA style. Citations should be put into a reference page at the end of the paper. The reference page does not count toward the 3-to-4-page limit.

Example: Jordan and Taylor have been dating for multiple years. For this assignment, Taylor noticed that the couple went through the different stages described by Social Penetration Theory. She thus chooses to apply the theory of social penetration to her relationship with Jordan (= communication phenomenon).

Group Media Project (120 points), DUE: Sunday, April 30 (8:00 PM)

Students will work in groups of 4-5 to produce mediated illustrations/explanations of one theory. The goal of this assignment is to explain a theory of your choice to a non-academic audience, i.e. to use some form of media (broadly defined) to explain the theory to a mass audience. While you can choose a theory that we have covered in class, you cannot use this assignment to simply repeat one of the examples we covered. The group media project is comprised of three components:

Component #1: Media Artifact / Textual Artifact (60 points) - due April 30 (8 PM)

You will produce a media artifact (broadly defined) that serves as an illustration/explanation of a theory covered in class. The artifact should be aimed at a mass audience not familiar with communication theory. Your mediated illustration/explanation of a theory of your choice can be conveyed through visual media (e.g. a poster/collage), audiovisual media (e.g. short movie, YouTube clip), social media (e.g. Tumblr page, Twitter account), a written text (e.g. song, poem, play), or any other similar presentation or program/media system. However, you cannot simply create a PowerPoint or Prezi presentation.

Be creative here! Some of the theories in our class can be rather dry ... for this assignment I want you to find creative ways to explain the theory to a person not familiar with the theory through the use of a media artifact.

Example: Group #1 chooses to use "Hegemonic Masculinity Theory" for this assignment. In order to illustrate and explain this theory to a mass audience, the group decided to produce a series of Old Spice commercials – similar to the ones described in class – to show the audience what hegemonic masculinity looks like.

In addition to the media artifact, each group will be required to submit a 3-to-4-page paper explaining how the media artifact they produced illustrates the theory of their choice. While the actual media artifact does not have to make use of scholarly sources, in your media artifact analysis paper you are required to support the choices you made in your media artifact with scholarly sources. You are required to use at least five scholarly sources to explain how the media artifact you produced illustrates the theory of your choice.

In your paper, each of the articles should be summarized with information about the methods, findings, and contributions to the theory. Each paragraph should also include an application of the source to the media artifact the group produced.

The paper should entail the following:

- 1. An introductory paragraph that describes the theory, epistemology of the theory, and research tradition.
- 2. Five paragraphs, each providing an overview of one academic source (methods, findings, and contribution to the theory) as well as a clear explanation of how the source contributed to the group media artifact.
- 3. A reference page with citations of all of your sources in proper APA style.

Example: Group #1 produced a series of mock Old Spice commercials as their media artifact. In one of their commercials, the protagonist is shown as overly aggressive by beating up another person in the commercial. In their media artifact analysis paper, they draw from scholarly sources to show that the display of violence is indeed a characteristic of hegemonic masculinity.

Component #3: Presentation (10 points) – due May 1 (8:30 AM)

During the last week of classes, each group will present their group media project to the rest of the class. Each group presentation should be between 8-10 minutes long. The presentation should (a) present your media artifact, (b) a brief overview of your media artifact analysis paper, and (c) a short reflection on the process going through the group media project.

Final Exam (200 points), DUE: Monday, May 4 (10:30 AM)

You will take a final exam testing your knowledge of the class content covered in the second half of the semester. The final exam will be made available on Canvas and will be available 48 hours before the marked due date. You will have two hours to complete the exam. Each question is worth four points (= total of 200 points). The final exam will cover the material from section 1 (Introduction to the Field of Communication), section 4 (Intercultural Communication), and section 5 (Advocacy).

COURSE CALENDAR:

Section 1: Introduction to the Field of Communication

Week 1: Introduction to the Course & Communication Discipline

T 1/10: Introduction to the Course, Syllabus, and the Study of Communication

TH 1/12: Overview of the Areas of Emphasis in the Dept. of Communication

Week 2: Defining Theory & Identifying Epistemologies

T 1/17: Defining Theory

Chapter 1 (Griffin): Launching Your Study

TH 1/19: Epistemologies

Chapter 2 (Griffin): Talk About Theory

Week 3: Evaluating Theories & Identifying Research Tradition

T 1/24: Evaluating Theories

Chapter 3 (Griffin): Weighing the Words

TH 1/26: Research Traditions in Communication

Chapter 4 (Griffin): Mapping the Territory

Section 2: Relational Communication

Week 4: Interpersonal Messages

T 1/31: Symbolic Interactionism & Coordinated Management of Meaning

Chapter 5 (Griffin), Chapter 6 (Griffin)

TH 2/2: Expectancy Violations Theory

Chapter 7 (Griffin)

Week 5: Relationship Development & Maintenance

T 2/7: Social Penetration Theory

Chapter 8 (Griffin)

TH 2/9: Uncertainty Reduction Theory & Communication Privacy

Management Theory

Chapter 9 (Griffin), Chapter 12 (Griffin)

Week 6: Influence on Relationships

T 2/14: Social Judgment Theory

Chapter 14 (Griffin)

TH 2/16: Cognitive Dissonance

Chapter 16 (Griffin)

Section 3: Organizational Communication

Week 7: Group Communication

T 2/21: Functional Perspective on Group Decision Making

Chapter 17 (Griffin)

TH 2/23: Network Theory

Due: Sample Annotation (by Friday, February 24, 11:59 p.m.)

Week 8: Organizations and/as Expressions of Culture

T 2/28: Cultural Approach to Organizations & Communicative Constitution to

Organizations

Chapter 19 (Griffin), Chapter 20 Griffin

TH 3/2: Critical Theory of Communication in Organizations

Chapter 21 (Griffin)

Due: Mid-Term Exam (by Sunday, March 5, 11:59 p.m.)

Week 9: Spring Break

3/6 - 3/10: *SPRING BREAK - NO CLASSES*

Section 4: Intercultural Communication

Week 10: Studying Culture(s)

T 3/14: Cultural Studies & Introduction to Intercultural Communication

Chapter 27 (Griffin)

TH 3/16: Online Workshop: Annotated Bibliography Assignment

Week 11: Language & Identity in Intercultural Communication

T 3/21: Communication Theory of Identity & Cultural Contracts Theory

Arnett (2015) article: Athletes and Activism

Candaele & Dreier (2004) article: Where are the Jocks for Justice?

TH 3/23: Communication Accommodation Theory & Genderlect Styles

Chapter 31 (Griffin), Chapter 34 (Griffin)

Week 12: Gender and Communication

T 3/28: Gender Communication & Hegemonic Masculinity

Kluch (2015) article: Masculinity in Old Spice Commercials (on Canvas)

Due: Annotated Bibliography Assignment

TH 3/30: Standpoint Theory & Muted Group Theory

Chapter 35 (Griffin), Chapter 36 (Griffin)

Section 5: Advocacy

Week 13: Public Rhetoric

T 4/4: Online Workshop: Communication Application Assignment

TH 4/6: The Rhetoric of Aristotle

Chapter 22 (Griffin)

Due: Communication Application Assignment (by 11:59 PM)

Week 14: Media and Culture

T 4/11: Media Ecology

Chapter 25 (Griffin)

TH 4/13: Semiotics

Chapter 26 (Griffin), Solomon (2009) article: Masters of Desire

Week 15: Media Effects

T 4/18: Cultivation Theory & Agenda-Setting Theory

Chapter 29 (Griffin), Chapter 30 (Griffin)

TH 4/20: Uses and Gratifications

Chapter 28 (Griffin)

Week 16: Revision & Class Wrap-Up

T 4/25: Workshop: Group Media Project

TH 4/27: Revision for Final Exam & Course Wrap-Up

Class Evaluations

Due: Group Media Project Artifact & Analysis Paper (by Sunday, April

30,8 PM)

Final Exam Week (May 1 - May 5, 2017)

Monday, 5/1, 08.30 - 10.30 a.m.:

Final Exam Period | Group Media Project Presentations **Due:** Group Media Project Presentation

!! Your Final Exam (Online) will be due Thursday, May 4, 10:30 AM !!

COMM 2010 - COURSE POLICIES:

Attendance

In COMM 2010, I do not recognize a distinction between excused and unexcused absences. If you are present and participate, you will earn your points. If you are not present and do not participate, you will not earn your points. If you need to be absent for a university-sanctioned event, proper documentation of that event must be submitted to me <u>prior to your absence</u>. In the event of extreme extenuating circumstances – such as extended hospitalization – the attendance policy may be amended. Such amendments will be made on a case-by-case basis. Students seeking an exception for extreme extenuating circumstances will need to meet with me and provide documentation that explains their absence.

Absences during Exams and Presentations

If you are scheduled to take an exam or give a presentation and you miss class, you will be awarded a zero for the assignment. Make-up assignments are not permitted except in the case of extreme extenuating circumstances. In such a case, the following procedure must be followed. Failure to follow any part of this procedure will result in a zero for the assignment.

- 1. Contact me within 24 hours of the missed assignment. If you are aware of your need to be absent prior to the assignment, you should contact to me *before* missing the assignment.
- 2. By the next class session you attend, give me documentation of your absence (see below for criteria for acceptable documentation).
- 3. I will then take your documentation and make the final decision as to whether or not you are permitted to make up the assignment.
- 4. Make-up exams/presentations will only be granted for *documented* absences.

Acceptable Documentation

For absences due to illness, you must provide a doctor's note, dated, and signed by the doctor on official letterhead or prescription pad. Please note that the Student Health Center does not provide such notes and will only confirm that you visited the Health Center, not that you were ill. For university sponsored events, you must have documentation from a coach, faculty advisor, or other staff member responsible for the event you are attending.

Excessive Tardiness

Being late to class is disruptive. I understand that sometimes being late is unavoidable. However, excessive lateness is not acceptable. If I determine that you are late for class excessively, you will be given a warning. After that warning, any additional time you are late will result in a two-point deduction from your final grade in this class.

Academic Integrity / Academic Honesty

I have a zero-tolerance-policy against all forms of academic dishonesty. Definition and expectations: Academic integrity is the pursuit of scholarly activity in an open, honest and responsible manner. All students should act with personal integrity, respect other students' dignity, rights, and help create and maintain an environment in which all can succeed through the fruits of their efforts. According to the Academic Honesty Policy (p. 26) in the BGSU Student Handbook, plagiarism is defined as "representing as one's own in any academic exercise the words or ideas of another including but not limited to quoting or paraphrasing without proper citation." The minimum penalty for undergraduate students who cheat, fabricate or plagiarize on examinations or assignments is partial or no credit on assignment or examination or maximum penalty of withdrawal from course and assignment of penalty grade "WF" in course. More information:

http://www.bgsu.edu/catalog/academic-policies/academic-honesty.html

Disability Policy

In accordance with university policy, if you have a documented disability and require accommodations to obtain equal access to the course, you should contact me at the beginning of the semester to make this need known. Students with disabilities must verify their eligibility through Disability Services, 38 College Park Office Building, 419-372-8495. More Information: http://www.bgsu.edu/disability-services.html

Writing Policy

For this course, all written assignments must be typed in a 12-point Times New Roman font, double spaced, spellchecked, and grammatically correct. For all assignments requiring the use of sources, proper APA style will be standard. If you need help with writing, please take advantage of the excellent assistance offered by the writing consultants at The Learning Commons (1st floor of the Jerome Library, 419-372-2823, tlc@bgsu.edu).

Religious Holidays

It is the policy of the University to make every reasonable effort allowing you to observe your religious holidays without academic penalty. In such cases, it is your obligation to provide me with reasonable notice of the dates of religious holidays on which he or she will be absent. Absence from classes or examinations for religious reasons does not relieve you of your responsibility for completing required work missed. Following the necessary notification, you should consult with me to determine what appropriate alternative opportunity will be provided, allowing you to fully complete your academic responsibilities. (As stated in The Academic Charter, B-II.G-4.b at:r (http://www.bgsu.edu/faculty-senate/academic-charter.html)

University Closure

In most cases, the University will not close for winter conditions unless the Wood County Sheriff's Department declares a Level 3 emergency. Information about University wide closures is communicated by the Office of Marketing and Communications, which will notify the University Fact Line, local FM & AM radio stations and the four Toledo television stations (see Weather Policy for lists). For changes in individual class meetings, please refer to the class Canvas site for postings by me.

Reading

The textbook is absolutely essential for this course. Do not expect to be able to pass the class without purchasing the textbook. Our textbook provides the groundwork for the concepts I will cover in class. Furthermore, since we have so much material to cover in such a short amount of time, I cannot cover in class everything that will appear on quizzes, exams, and assignments. However, you are still responsible for that material.

Your Grade

Please note that I do not give you a grade, you earn it. You have 16 weeks to make sure that you get the grade you want or need in the course, so take that responsibility seriously. If a problem arises and you need help, seek me out immediately. Don't wait until your grade is too far gone to save. A few important notes about grades in COMM 2010:

- 1. No presentation or assignment grade will ever be curved in COMM 2010.
- 2. Final grades are not rounded up (an 89.5% is a B, not an A).
- 3. Extra credit is generally not offered.

Grade Appeals

Grade appeals should be highly unusual in COMM 2010 because I provide ample feedback on assignments and expectations of students are clearly explained in the course manual and in the syllabus. However, in the rare case that an appeal is necessary, you should adhere to the following procedure:

- 1. You must begin the procedure within seven days of the assignment in question being returned to you. Appeals after that point will not be considered.
- 2. You will need to provide to me a written statement of why you believe the grade is incorrect. This written appeal should include concrete evidence from the assignment description, textbook, syllabus, or other source to support your position. Your written statement should be detailed and specific.
- 3. I will then take 24-48 hours to consider your appeal. After that point, I will provide a response in writing, approving or denying your appeal.

Please keep in mind that grade appeals are for specific assignments, not for your overall, final grade in the course. The BGSU Academic Charter is extremely specific and limited about what constitutes a legitimate final grade change in a course. We cannot consider grade appeals based on the need to achieve a certain grade to keep a scholarship or place on an athletic team, or because you plan to graduate at a certain time. It's your responsibility to do the work to earn the grade you want or need in the course.

Ethical Communication

Under no circumstance will racist, sexist, homophobic, or any other type of oppressive, prejudiced language be tolerated in the class. Please take the responsibility to think before you speak and consider your words carefully. I reserve the right to ask you to leave, with no credit for attendance, if your language crosses this boundary. We all need to respect one another's opinions, even when we disagree with them. This is not to say that debate is unwelcome. Rather, we expect healthy, reasoned, thoughtful debate that in all ways respects and values the individual person. Be prepared to provide evidence and support for your arguments. There is to be no ridiculing, laughing at, or disparaging anyone in this class. Giving speeches is difficult enough without having to worry about one's classmates making the situation more uncomfortable.

First Day Attendance Policy

In accordance with the University's First Day Attendance Policy, I will record the names of students who do not attend the first session of this class and request that they be "dropped" so that seats are made available for other students. An exception will be made if a non-attending student has an excusable circumstance and has contacted me prior to the first class meeting.

Student Veteran-Friendly Campus

BGSU educators recognize student veterans' rights when entering and exiting the university system. If you are a student veteran, please communicate with me so reasonable accommodations can be made for absence when drilling or being called to active duty (See http://www.bgsu.edu/news/2010/08/bgsu-named-veteran-friendly-campus.html).

Student-Athletes

If you are part of an athletic team at BGSU, you are required to hand in a complete schedule of all dates with athletic events within the first week of classes; dates that interfere with the class schedule need to be highlighted. If you have to miss a class session based on your schedule as a student-athlete, it is your responsibility to contact me at least one week prior to missing class to schedule and complete makeup speeches/assignments.

Contacting Me

I highly encourage you to contact me with any questions related to this course. Emails will be answered within 24 hours of receipt during weekdays or 48 hours during weekends. However, I expect you to be familiar with the syllabus, which is why I will not respond to any e-mails that include questions to which the answer can be found in the course syllabus.

E-mails & Email Etiquette Policy

E-mails are a form of communication and therefore do reflect your ability to communicate effectively. All e-mails should include a subject, salutation followed by my name, text addressing the matter at hand, and your name at the end. In general, I prefer receiving emails through my BGSU email account at ykluch@bgsu.edu (not Canvas).

Deadline & Late Work Policy

All assignments must be submitted through Canvas. No assignment will be accepted via email. All assignments submitted later than the due date and time are considered late. Assignments are due at 8.00 AM on the day marked as the deadline for the assignment (for example, your annotated bibliography is due Thursday, March 23, at 8.00 a.m.), unless otherwise indicated (for example, your sample annotation assignment is due Friday, February 24, at 11:59 p.m.). Late submissions will be penalized with a 10% deduction of your assignment grade each 24-hour-period it is overdue (including weekends).

Use of Cell Phones, Laptops, Tablet Computers, etc.

Without permission, you may not use recording devices or other electronic devices (cell phones, laptop computers, etc.) in class for anything other than to work with your eBook. Please turn alarms and ringers completely off at the start of class. If you are seen using your phone, laptop, etc. during class for activities unrelated to the topic of the class that day without permission, I will ask you to leave the class for the day. No matter how long you were present during this class period, you will then not get any credit for attendance and participation that day.

Classroom Food/Drink Policy

You may eat and drink during class, if you do so quietly. On speech days, however, you are <u>not</u> allowed to eat and/or drink during the course of the class period, as it may disturb the speakers.

Group Work Policy

As a valuable member of this class, your active participation in and contribution to group work (during the semester as well as for the group media project) is greatly

appreciated by me and, more importantly, by your classmates and group members. Please make sure to support your group by being a dedicated, enthusiastic group member. If you fail to deliver the work you were assigned to do, you will be graded accordingly. In general, groups will be graded as a whole; however, I reserve the right to adjust grades in case of an unequal distribution of effort during group work.

Social Media Policy

Almost every semester, students send Facebook/Twitter/Instagram friend requests to me before the class has officially ended. Please be aware that I will not accept any friend requests on social media until after I have submitted your final grades. I appreciate staying in touch with students to see where life is taking them, which is why I will gladly accept your friend request <u>after</u> you have received your final grade for this class.

General Resources (e.g., Computer Labs, Writing Center)

Writing Center:

http://www.bgsu.edu/learning-commons/writing/writing-resources.html

Counseling and Wellness Services:

http://www.bgsu.edu/counseling-center/staff.html

Student Technology Center:

http://www.bgsu.edu/education-and-human-development/centers-institutes-labs/technology-and-resource-center.html