Dr. Michelle M. Maresh  
Office: Bay Hall 329  
Hours: TBA and by appointment  
Office Phone: 361-825-2273  
E-mail: michelle.maresh@tamucc.edu

Course Description
The foundations, processes, and effects of human communication. A survey of contemporary theory and research including language theory, nonverbal and small group communication, persuasion, and mass communication.

Student Learning Outcomes
Upon successful completion of the course, students should be able to:
- ✓ Understand the history and development of communication theory.
- ✓ Discuss the main components of a variety of communication theories.
- ✓ Apply theoretical principles to “real world” situations, interactions, and messages.

Required Text

Course Assignments & Grade Distribution
<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes (7 at 25 points)</td>
<td>175</td>
</tr>
<tr>
<td>Locate &amp; Share Assignment</td>
<td>25</td>
</tr>
<tr>
<td>Critical Application Assignment</td>
<td>100</td>
</tr>
<tr>
<td>Attendance &amp; Participation (24 days at 5 points)</td>
<td>120</td>
</tr>
<tr>
<td><strong>Total Points:</strong></td>
<td><strong>420</strong></td>
</tr>
</tbody>
</table>

Grade Calculation:
- A  90% of the total points  378 points – 420 points
- B  80% of the total points  336 points – 377 points
- C  70% of the total points  294 points – 335 points
- D  60% of the total points  252 points – 293 points
- F  50% of the total points  000 points – 251 points

Assignment Descriptions

Attendance & Participation (24 days at 5 points)
Attendance and participation is imperative to each student’s success in this course. Thus, students will receive 5 participation points for each class period that they attend and are actively engaged (ask questions, participate in class discussions, etc.). Students will be responsible for making sure that they have signed the sign-in sheet each class period.

Quizzes (7 at 25 points)
Students will be given multiple choice/short answer quizzes over the topics discussed in class to evaluate content mastery and to help students identify which areas they may need to review. These quizzes will be based on class discussion, lecture, the textbook, and personal experience (via application).

Locate and Share Assignment (25 points)
To facilitate our understanding of each theory, students will each be assigned to a theory. Students shall locate an artifact that helps explain this theory (i.e., a YouTube clip of a conversation from a movie that illustrates Social Penetration Theory). On the date that this theory is discussed in class, students will share their artifact with the class. This assignment may be done in one of three ways: (1) A 3-5 minute presentation, (2) a 2-3 page paper, or (3) a 3-5 minute “documentary.”
Critical Application Assignment (100 points)
While part of understanding communication theory deals with content mastery and understanding (via quizzes), the most important indication that a student truly understands the material is via application to their everyday lives. Thus, students will be required to complete an application assignment where they apply two theories to a real-world phenomenon. Students will also need to critique the theories that they have chosen. Students may conduct this application in one of three ways: (1) An 6-8 page paper, (2) An 8-10 minute presentation, (3) An 8-10 minute documentary.

A Successful Course Experience
A successful experience in this course will depend on your individual commitment and work ethic. I encourage all students to visit with me frequently throughout the semester, rather than waiting until the end of the semester to ask questions or express concerns. As in most courses, students should be proactive about their work and ready to discuss concepts and share examples during class. Furthermore, a professor who is familiar with their students is better able to help their students accomplish their personal goals, so make yourself known! Be known for doing good work, contributing during class discussion, and talking about your concerns/challenges/successes/goals with me outside of class. If you have suggestions that will enrich your learning experience, please let me know.

Course Policies

Attendance
- Prompt arrival, attendance, and participation are all vital to your success in this course. Students are expected to contribute to attend all class meetings and contribute to the classroom experience by actively listening, asking questions, participating in discussions, and taking part in class activities.
- Attendance and participation will be graded. Each student will earn 5 points for every class session that they attend. If students attend but do not participate in class, I reserve the right to assign 0 points for the day. In all fairness, students will be notified that their lack of participation will result in 0 points before the points are assigned.

Assignment Deadlines and Absences
- All assignments are due at the beginning of class on the date shown on the course syllabus, unless otherwise noted. If otherwise noted, assignments are due on the exact date and at the exact time noted on the assignment.
  - In the event of an excused absence (i.e., athletics, family emergencies, and illness), I must be notified before the missed class period and reserve the right to decide whether an absence is excused. Late work will only be accepted for excused absences and must be turned in by the deadline that I assign to the student.
  - When a student is absent, they are responsible for obtaining the information that was missed during class. Students should select a classmate at the beginning of the semester who will agree to help with this task.
- Unless otherwise indicated, work that is e-mailed to me will not be accepted for any reason. Students should complete their assignments on time to reduce the risk of emergencies, such as running out of ink, paper, or not having access to a printer or computer. Students should also save their files in multiple locations to reduce the risk of losing their work.
- Should a student have a question about their grade on a particular assignment, I follow the 24/7 rule: students should approach me no sooner than 24 hours and no later than 7 days after the assignment has been returned.

Preferred Method of Scholarly Citations
- All assignments that require scholarly citations should adhere to the 6th edition of the APA style manual. If you do not have access to this manual, please visit: http://library.nmu.edu/guides/userguides/style_apa.htm#website

Classroom/Professional Conduct
- I treat my classroom as a small community; thus, we will maintain a harassment-free environment that is welcoming to different viewpoints and ideas. Any profane or inappropriate ethnic, gender, racial, age, appearance, and/or lifestyle-related comments will not be accepted. Any student who violates this policy will be asked to leave the classroom.
- Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VIII of the Student Code of Conduct. Students engaging in unacceptable
behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, online classrooms, labs, discussion groups, field trips, etc.

**Assistance**

- I am happy to help students with their understanding of assignments by reading through drafts and answering questions about class assignments; however, I will not be able to provide adequate assistance within 36 hours of a deadline, so students should be proactive about starting their assignments and seeking feedback early.
- Should any situation arise, where I can be of assistance (i.e., does not have a printer), please come talk to me. 😊

**Grade Appeal Process**

As stated in the University Rule 13.02.99.C2. Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C2, Student Grade Appeals, and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.

**Academic Advising**

The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. The Academic Advisor will set up a degree plan, which must be signed by the student, a faculty mentor, and the department chair. The College’s Academic Advising Center is located in Driftwood 203E, and can be reached at x3466.

**Notice To Students With Disabilities**

Texas A&M University-Corpus Christi complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. If you suspect that you may have a disability (physical impairment, learning disability, psychiatric disability, etc.), please contact the Services for Students with Disabilities Office, located in Driftwood 101, at 825-5816. If you need disability accommodations in this class, please see me as soon as possible.

**Academic Honesty**

Students unaware of the university’s statement on academic honesty should review it in the Undergraduate Catalog or Student Handbook. Examples of academic dishonesty and plagiarism are using someone else's ideas and not giving them credit; presenting a paper that is not originally yours; handing in assignments that are not originally yours; presenting “facts” or lifting ideas from sources without crediting the source; presenting falsified opinions and figures; cheating on an exam; and turning in the same work in multiple classes. If you are uncertain as to what actions constitute plagiarism or dishonesty, please ask your professor. Students who violate the code of honesty in this class will receive a 0 on that assignment. Any student receiving more than one “0” for academic dishonesty or plagiarism will fail the course and may be expelled from the program. Note: All violations of academic honesty will be reported to the Dean and Office of Student Affairs who maintains documentation of such offenses for at least 5 years.
**COMM-3310_001 Schedule**

**This schedule is tentative and subject to change. All changes will be to the benefit of the student.**

<table>
<thead>
<tr>
<th>Date</th>
<th>Monday, July 9</th>
<th>Tuesday, July 10</th>
<th>Wednesday, July 11</th>
<th>Thursday, July 12</th>
<th>Friday, July 13</th>
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</thead>
<tbody>
<tr>
<td><strong>Read:</strong></td>
<td>N/A</td>
<td>Chapter 1, Chapter 2</td>
<td>Chapter 3, Chapter 4</td>
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<tr>
<td><strong>Discuss:</strong></td>
<td>Course Introduction</td>
<td>Communication Traditions</td>
<td>Communication Theory &amp; Research</td>
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<thead>
<tr>
<th>Date</th>
<th>Monday, July 16</th>
<th>Tuesday, July 17</th>
<th>Wednesday, July 18</th>
<th>Thursday, July 19</th>
<th>Friday, July 20</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Read:</strong></td>
<td>Chapter 5, Chapter 6</td>
<td>Chapter 7, Chapter 8</td>
<td>Chapter 9, Chapter 10</td>
<td>Chapter 11, Chapter 12</td>
<td></td>
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<tr>
<td><strong>Discuss:</strong></td>
<td>Theories of the Self</td>
<td>Theories of the Self</td>
<td>Theories of Relationship Development</td>
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<table>
<thead>
<tr>
<th>Date</th>
<th>Monday, July 23</th>
<th>Tuesday, July 24</th>
<th>Wednesday, July 25</th>
<th>Thursday, July 26</th>
<th>Friday, July 27</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Read:</strong></td>
<td>Chapter 12, Chapter 13</td>
<td>Chapter 14, Chapter 15, Chapter 16</td>
<td>Chapter 14, Chapter 15, Chapter 16</td>
<td>Chapter 17, Chapter 18</td>
<td></td>
</tr>
<tr>
<td><strong>Discuss:</strong></td>
<td>Theories of Relationship Development</td>
<td>Theories of Groups &amp; Organizations</td>
<td>Theories of Groups &amp; Organizations</td>
<td></td>
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</tbody>
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<thead>
<tr>
<th>Date</th>
<th>Monday, July 30</th>
<th>Tuesday, July 31</th>
<th>Wednesday, July 31</th>
<th>Thursday, July 32</th>
<th>Friday, July 33</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Read:</strong></td>
<td>Chapter 18, Chapter 19, Chapter 20</td>
<td>Chapter 21, Chapter 22, Chapter 23</td>
<td>Chapter 21, Chapter 22, Chapter 23</td>
<td>Chapter 24, Chapter 25</td>
<td></td>
</tr>
<tr>
<td><strong>Discuss:</strong></td>
<td>Theories of the Public</td>
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<tr>
<td>Date</td>
<td>Read</td>
<td>Discuss</td>
<td>Extra Activities</td>
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<tr>
<td>Tuesday, July 31</td>
<td>Quiz</td>
<td></td>
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<tr>
<td>Wednesday, August 1</td>
<td>READ: Chapter 21, Chapter 22</td>
<td>DISCUSS: Theories of the Media</td>
<td>Locate and Share Assignment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thursday, August 2</td>
<td>READ: Chapter 23, Chapter 24</td>
<td>DISCUSS: Theories of the Media</td>
<td>Locate and Share Assignment</td>
<td></td>
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</tr>
<tr>
<td>Monday, August 6</td>
<td>READ: Chapter 26, Chapter 27</td>
<td>DISCUSS: Theories of Culture &amp; Diversity</td>
<td>Quiz</td>
<td></td>
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</tr>
<tr>
<td>Tuesday, August 7</td>
<td>READ: Chapter 28, Chapter 29</td>
<td>DISCUSS: Theories of Culture &amp; Diversity</td>
<td>Locate and Share Assignment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wednesday, August 8</td>
<td>READ: N/A</td>
<td>DISCUSS: Course Wrap Up</td>
<td>Quiz</td>
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<tr>
<td>Thursday, August 9</td>
<td>READ: N/A</td>
<td>DISCUSS: Course Wrap Up</td>
<td>Critical Application Assignment Due</td>
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</tbody>
</table>
Locate & Share Assignment (25 points)

**Purpose:** To help us understand and apply each theory to our lives, each student will be required to *locate* an example of the theory that they have been assigned and *share* their example with the class.

**Guidelines:** Students should complete the following steps in order:
1. You should read the chapter that you have been assigned (chapters are below).
2. You should take notes while you are reading this chapter and make sure that you understand the theory. If you have any questions about this theory or if you wish to confirm that you understand the theory, you should contact me *at least 48 hours* before the due date (due dates are below).
3. Once you have an understanding of the theory, you should locate an artifact (i.e., a movie clip, a YouTube video, an advertisement, a commercial, an excerpt from a novel, a public speech, song lyrics, etc.) that illustrates concepts from the theory.
4. You should make sure that you can articulate how the artifact relates to the theory.

**Requirements:** On the date that you have been assigned (due dates are below), you should turn in *one* of the following options:
- **Option 1:** A 3-5 minute presentation
- **Option 2:** A 2-3 page paper
- **Option 3:** A 3-5 minute “documentary”

All options should have the following components:
- Show us (or describe) your artifact
- Briefly summarize the theory
- Explain how the artifact relates to the theory

**Evaluation:** Regardless of the option you have chosen, you will be graded using the following rubric:

1. Did the student share an appropriate and relevant artifact?  
   1 2 3 4 5
2. Did the student understand the theory?  
   1 2 3 4 5
3. Did the student clearly and accurately describe how the artifact illustrates the theory?  
   1 2 3 4 5
4. Did the student meet the 3-5 minute time *or* 2-3 page requirement?  
   1 2 3 4 5
5. Did the student present the material effectively?  
   1 2 3 4 5
Locate & Share Assignment Due Dates

Monday, July 16

Chapter 5-Symbolic Interaction
1.
2.

Chapter 6-Coordinated Management of Meaning
1.
2.

Tuesday, July 17

Chapter 7-Cognitive Dissonance
1.
2.

Chapter 8-Expectancy Violations
1.
2.

Wednesday, July 19

Chapter 9-Uncertainty Reduction
1.
2.

Chapter 10-Social Penetration
1.
2.

Thursday, July 23

Chapter 12-Relational Dialectics
1.
2.

Chapter 13-Communication Privacy Management
1.
2.

Wednesday, July 25

Chapter 14-Groupthink
1.
2.

Chapter 15-Structuration
1.
2.

Chapter 16-Organizational Culture
1.
2.
Monday, July 30

Chapter 18-The Rhetoric
  1.
  2.

Chapter 19-Dramatism
  1.
  2.

Chapter 20-The Narrative Paradigm
  1.
  2.

Wednesday, August 1

Chapter 21-Cultural Studies
  1.
  2.

Chapter 22-Cultivation Analysis
  1.
  2.

Thursday, August 2

Chapter 23-Uses and Gratifications
  1.
  2.

Chapter 24-Spiral of Silence
  1.
  2.

Tuesday, August 7

Chapter 26-Face-Negotiation
  1.
  2.

Chapter 27-Communication Accommodation
  1.
  2.

Wednesday, August 8

Chapter 28-Muted Group
  1.
  2.

Chapter 29-Standpoint
  1.
  2.
Critical Application Assignment (100 points)

Description:
While part of understanding communication theory deals with content mastery and understanding, the most important indication that a student truly understands the material is via application to their everyday lives and the ability to be critical about the contributions a theory gives to our understanding of everyday lives. Thus, students will be required to apply two theories to a real-world phenomenon. Students will also need to critique the theories that they choose to use for this paper.

Requirements:
You may conduct your application assignment in one of three ways:

- **Option 1:** A 6-8 page paper
- **Option 2:** An 8-10 minute presentation
- **Option 3:** An 8-10 minute documentary

All options should have the following components:

- Find one scenario to use for the *entire* assignment. It can be a personal experience (i.e., dealing with a stepfamily), or it can be a scenario from a TV show, book, or movie (problem solving in a show like *Dexter*).
- You should describe or illustrate your scenario and apply at least 2 theories from class to this scenario.
- In your application, you should discuss the general purpose/major assumptions of the theory, key concepts or major components of the theory, and how all of this applies to the scenario you are attempting to make sense of.
- Critique the theories that you discuss in terms of their ability to help you make sense of the phenomenon. In other words, is there something missing to this theory? Is this theory easy to apply to real life? What might make this theory better?

Evaluation:
Regardless of the option you choose, your assignment will be graded based on:

- Quality (writing, speaking, professionalism, organization, formatting)
- Description/application of the theories
- Quality of arguments critiquing the theory
- Relevance of scenario

*I would be happy to provide you with feedback regarding your drafts as long as they are sent no later than 72 hours before the deadline.*