I. Course Description

3 sem. hrs. This is a practical introduction to scholarship in the Communication discipline with emphasis in: reading and understanding academic source material; finding source material in scholarly literatures; writing academic research papers; editing and revising your own work; and presenting scholarship. Completing this course will prepare you to think, write, and present ideas as an advanced scholar in the Communication discipline.

II. Student Learning Outcomes

At the end of this course, students will be able to

1. show close reading skills that involve critical thinking and analysis;
   Measure: Reading Responses and Class Discussion
2. demonstrate the ability to research a significant topic in the field of communication;
   Measure: Literature Review
3. illustrate abilities to analyze and synthesize research findings that lead to testable hypotheses;
   Measure: Literature Review (including Research Proposal and Outline)
4. apply effective skills in making oral presentations about independent research; and
   Measures: Journal Review; Senior Scholar; Conference Panel
5. develop and defend an appropriate code of ethics in communication.
   Measure: RR on NCA Professional Ethics
6. participate in the panel submission process for an academic professional organization.
   Measure: Conference Panel
7. distinguish between career and educational opportunities beyond the completion of the MA degree.
   Measure: RR on “Pathways to Communication Careers in the 21st Century”

III. Graded Activity

A. Reading Responses-15% of final grade. Reading responses (RR) are reflections you have on the reading. The RR should be at least 500 words and thoroughly thought out. You are to include information from the session’s assigned readings in ONE reading response. Mark up your books/articles while you are reading and discuss the items that got your attention. Reading responses should include brief summaries of the text (be sure to use
page numbers when directly quoting from the readings), your critical analysis of the material, and application when appropriate. This will add depth to your responses. At the end of your response, it is recommended that you write some possible discussion questions for your cohorts to consider. We will discuss in depth how to write an RR during our 2nd class meeting. RR Due Dates: 9/19; 9/26; 10/3; 10/17; 10/24; 11/7; and 12/5.

B. Class Discussions & Participation-10% of final grade. Students will receive a zero (no credit), 5 (half credit), or 10 (full credit) during each class to represent his/her participation during that class session. Simply talking does not guarantee full credit for class participation. Students are expected to make intelligent verbal contributions to the class. A student’s discourse should reflect his/her knowledge of the text and his/her ability to synthesize that knowledge with further theoretical implications and application. Due Dates: Every class period.

C. Research Proposal-5% of final grade. In consultation with our class readings, in particular Communication Scholarship and the Humanities (2007) and Craig and Carlone (1998), choose an area of study within the communication discipline (rhetoric, gender, instructional, family, intercultural, media, health, etc.) that you would like to study in more depth. Describe some of the current trends within that area and make an argument for a research question (it can be quantitative or qualitative) you would like to pursue. The paper should be a minimum of 4 FULL pages, follow APA guidelines, and incorporate at least 5 journal articles. On the last page (before the references), please list a Senior Scholar and Journal from the area of study you would like to highlight during in-class presentations. RP Due Date: 10/3.

D. TSCA paper-10% of final grade. The annual meeting of the Texas Speech Communication Association will take place at the Omni Bayfront Tower in Corpus Christi on Oct. 10-13. This is a great opportunity for you to see a communication conference up close. We are not meeting class that week in order to comp some of your attendance at the conference. You are expected to register for the conference at www.etsca.com (cost of $25) and attend at least 3 panels during the conference dates. You will find a calendar for the conference on the TSCA website. Please write about your conference experiences, incorporating the Colón Semenza (2005) reading. The paper should be at least 2 FULL pages and follow APA guidelines. Paper Due Date: 10/17.

E. Outline-5% of final grade. The outline sketches out the final paper. It should include the introduction, research question, literature review, and some thoughts about the research design needed to find the answer(s) to the RQ. It will NOT include findings or analysis since you will not have a chance to actually complete the research. Use complete sentences in the outline and include references in the outline and on the reference page. Outline Due Date: 10/31.

F. Journal Presentation-10% of final grade. Students will make a 5-7 minute informative presentation on a prominent journal within the field of communication specified within the RP. Grading criteria includes delivery, visual aids, and content. Possible content could include the age of the publication, important contributions, prominent editors, its
sponsoring association, most common research methodology, etc. On the date of the presentation, the student should bring two copies of an outline (including the reference page). The speech will be given completely from the outline. Due Date: 11/14

G. Senior Scholar Spotlight-10% of final grade. Students will make a 5-7 minute informative presentation on a senior scholar within the field of communication specified within the RP. Grading criteria includes delivery, visual aids, and content. Possible content could include the scholar’s childhood, educational history, influences, mentors, controversies, students, academic contributions, etc. On the date of the presentation, the student should bring two copies of an outline (including the reference page). The speech will be given completely from the outline. Due Date: 11/21

H. Literature Review-25% of final grade. Students will conduct an extensive literature review of an area of study within the field of communication and present their work in a research paper. Papers will be 10-12 pages long, (not including front and back pages) and included a testable Research Questions. Papers must use APA style and good writing techniques. LR Due Date: 12/12.

I. Conference Panel-10% of final grade. Students will create conference panels based upon common themes amongst literature reviews. The panels need to include a chair and 3-5 panelists. There will be no respondent. No one can serve on more than one panel. Grading criteria include a typewritten submission, delivery, and content. Time limits will be discussed on 12/5. Conference Panel Due Date: 12/12.

IV. Policies

A. Late Work. Assignments are due at the beginning of the hour. They are late after that. If work is accepted late, it will be 10% off for every day it is late (including weekends if the work can be emailed). There are some exceptions for excused absences. Your computer crashing, printer not working, etc. will never be accepted as excuses for late work. It is your responsibility to begin work early enough to accommodate unforeseen circumstances.

B. Missed Assignments. If you miss class, please consult with your classmates for the notes and/or homework. You should contact me AFTER you have tried contacting multiple classmates multiple times. If you miss a class the day an assignment is due, you must get the work to me BEFORE class.

C. Plagiarism. Plagiarism is the presentation of the work of another as one's own work. If asked, you must be able to produce proof that the assignment you submitted is in fact your own work. In accordance with TAMUCC policy, penalties that may be applied by the faculty member to individual cases of academic dishonesty include one or more of the following: (a) Written reprimand; (b) Requirement to re-do work in question; (c) Requirement to submit additional work; (d) Lowering of grade on work in question; (e) Assigning grade of “F” or “0” to work in question; (f) Assigning grade of “F” for course; (g) Recommendation for more severe punishment, such as dismissal from the program or from the University.
D. Attendance & Tardiness. An attendance sheet will be passed out at the beginning of every class period; you are responsible for signing it. If you are late, please write “tardy” next to your signature. The emphasis on performance and participation in this class requires close attention by students and the instructor to attendance. You are allowed one unexcused absences without penalty for this evening class. Every unexcused absence beyond that will cost you that evening’s participation points. You may also be penalized for excessive tardiness.

I consider an excused absence one in which the absence is beyond your control. This is for your own medical or legal emergencies. Documentation of the event is due by the last day of classes before finals week. I will not excuse absences in which you attend a celebratory event, have a work function, go on vacation, or take somebody else to the doctor, hospital, dentist, court, etc. Please save your free unexcused absence for such an occasion.

Students who are absent from class on approved University business (e.g., intercollegiate athletics competition/travel, field trips, student research conferences, Board of Regents meetings) will receive an excused absence. Students are responsible for informing their instructors about the trip in advance.

E. Preferred Methods of Scholarly Citations. Unless otherwise noted, all assignments for this course must follow APA guidelines. Please staple multiple-page papers in the upper left-hand corner.

F. Notice to Student 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.

G. 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 825-3466.

H. Grade Appeals Process. As stated in 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.

I. Personal Electronics. Please turn all cell phones on silent while you are in class and put
them out of sight. Check your messages AFTER class and return the calls then. Do not text
during class. It’s fine to use laptops, tablets, etc. in class to keep notes; just make sure
you’re not wandering around the internet. This will cause you to lose all electronics
privileges during class.

J. Packing Up. Do not pack up before I dismiss class. The slamming of books and zipping of
bags is disruptive and rude; plus, you never know when I may say something important or
give a last-minute assignment. You’ll want to have that pen and paper handy.

V. Required Texts

Publications.
National Communication Association.

VI. Readings Available on Blackboard

Cohen, H. (1994). The history of speech communication: The emergence of a discipline, 1914-
Colón Semenza, G. M. (2005). Graduate study for the Twenty-First Century: How to build an
academic career in the humanities. New York: Palgrave MacMillan. (Chapter 9)
Communication Scholarship and the Humanities: A White Paper Sponsored by the National
Retrieved from http://www.natcom.org
in U.S. higher education: Towards reinterpretation. Communication Education, 47,
67-81.
Griffin, C. L. (1996). A web of reasons: Mary Wollstonecraft’s A Vindication of the Rights of
Woman and the re-weaving of form. Communication Studies, 47, 272-288.
Leslie, N. (1995). You were raised better than that. In C. B. Dews & C. L. Law (Eds.), This fine
place so far from home (pp. 66-74). Philadelphia, PA: Temple University Press.
## Provisional Course Outline

<table>
<thead>
<tr>
<th>Week/Topic</th>
<th>Readings/Lecture/Video</th>
<th>Assignment(s) Due</th>
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<tbody>
<tr>
<td>9/5 Introductions</td>
<td>Syllabus Introductions</td>
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<tr>
<td>9/12 The Discipline</td>
<td>Cohen, Epilogue &amp; Ch 3 Writing a Reading Response</td>
<td>Name tent; bring highlights and reading notes for Cohen</td>
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<tr>
<td>9/26 Research &amp; Writing</td>
<td>Visit Library Craswell &amp; Poore, Ch 2-3</td>
<td>RR</td>
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<tr>
<td>10/3 Research &amp; Writing</td>
<td>APA, Ch 1-2</td>
<td>RR Research Proposal</td>
</tr>
<tr>
<td>10/10-13 (TSCA) Conferences</td>
<td>Colón Semenza, Ch 9</td>
<td>Attend TSCA—No in-class meeting this week.</td>
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<tr>
<td>10/17 Research &amp; Writing</td>
<td>APA, Ch 3 Griffin (1996) Common APA Mistakes</td>
<td>RR TSCA paper</td>
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<tr>
<td>10/24 Ethics</td>
<td>Professional Ethics (NCA, 1999)</td>
<td>RR</td>
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<td>10/31</td>
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<td>Outline for LR</td>
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<td>11/14</td>
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<td>Journal Presentations</td>
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<td>11/21</td>
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<td>Senior Scholar Presentations</td>
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<tr>
<td>12/5</td>
<td>C &amp; P, Ch 11</td>
<td>RR Work on Conference Submission in class</td>
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<tr>
<td>12/12 FINAL</td>
<td></td>
<td>LR due Conference Panels</td>
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