Summer I 2015  
Course Syllabus  
COMM-3310_001 – Communication Theory  
MTWR, 4:00-5:55pm, BH 206

Dr. Michelle M. Maresh-Fuehrer  
Office: Bay Hall 329  
Hours: MTR 1:00-2:00pm and by appointment  
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I am happy to be your friend on social media sites, but please do not ask me questions about class via social media!

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 Objectives
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 Textbook

Major Course Requirements
<table>
<thead>
<tr>
<th>Requirement</th>
<th>Points</th>
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<tbody>
<tr>
<td>Quizzes (7 at 25 points each)</td>
<td>175 points</td>
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<tr>
<td>Locate &amp; Share Assignment</td>
<td>25 points</td>
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<tr>
<td>Context Assignment</td>
<td>100 points</td>
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<tr>
<td>Participation (20 days at 5 points each)</td>
<td>100 points</td>
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</table>

Total Points: 400

Grade Calculation:
- **A**: 90% of the total points (360 points – 400 points)
- **B**: 80% of the total points (320 points – 359 points)
- **C**: 70% of the total points (280 points – 319 points)
- **D**: 60% of the total points (240 points – 279 points)
- **F**: 50% of the total points (000 points – 239 points)

Academic Integrity/Plagiarism
University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work). In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in automatic failure (grade of “0”) of the 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.

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! If you have suggestions that will enrich your learning experience, please let me know.
Dropping a Course

I hope that you never find it necessary to drop this course; however, at times, events can occur that make dropping a course appear to be a wise decision. Before deciding to drop this course, please talk with me to be sure that this is the best possible decision for you. If you do decide to drop this course, you must initiate the process by going to the Student Services Center (the “round building”) and filling out a course drop form. Just stopping attendance and participation will not automatically drop you from the course.

Course Policies

Am I required to attend this course?
- Prompt arrival, attendance, and participation are all vital to your success in this course. Students are expected to attend all class meetings and contribute to the classroom experience by actively listening, asking questions, sharing examples, 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.

What are your expectations for my assignments?
- It should go without saying that quality work is an expectation. As a student in Communication, it is expected that you will have effective writing and speaking skills and that you will seek my help if you need assistance in these areas. It is also expected that your work will be free from plagiarism, will demonstrate critical thinking, and will show that you are thinking “beyond the textbook.”
- 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. If an assignment is late/forgotten/otherwise not turned in on time, the student will not receive credit for the assignment.
- Assignments should be turned in as a hard copy unless otherwise noted. If an assignment is turned in using a means other than hard copy, the student will not receive credit for the assignment. Students should complete 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.

What if I am absent?
- In the event of an absence, I must be notified before the missed class period in order for the absence to be excused. If I am not notified before the missed class period, the absence will be considered unexcused unless the student provides documentation for an excused absence (i.e., athletics, family emergencies, illness, university-sponsored travel). I reserve the right to determine whether an absence is excused. Late work will only be accepted for excused absences and must be turned in or made up within 7 days of the missed deadline.
- Regardless of the status of an absence, when a student is absent they are responsible for obtaining the information that was missed during class. Students may wish to select a classmate(s) at the beginning of the semester that will agree to help with this task.

I have a question about one of my grades, what should I do?
- Should a student have a question about their grade on a particular assignment, I follow the 24/7 rule: students must approach me no sooner than 24 hours and no later than 7 days after the assignment has been returned. Once 7 days have passed, the topic will be closed for discussion.

What type of citations should I use in my writing and speaking assignments?
- 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
I need help with my work, what should I do?

- Come talk to me!
- 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., you do not have a printer), please come talk to me.

What are the rules for classroom 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.

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. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information please call 361-825-3466.

Disabilities Accommodations

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall, Room #116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

Grade Appeals

Students who feel that they have not been held to appropriate academic standards as outlined in this class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details on the process of submitting a formal grade appeal, please visit the College of Liberal Arts website, http://cla.tamucc.edu/students/studentinfo.html. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s Office.

Statement of Academic Continuity

In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University-Corpus Christi; this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primarily and secondary means of contacting each student.
Assignment Descriptions

**Please do not use these guidelines to begin your work early, as they are incomplete and subject to change. Full descriptions and grading rubrics will be provided to you closer to the respective due dates.**

**Locate-and-Share Assignment (25 points)**
To facilitate our understanding of each theory, students will each be assigned to a theory. Students should 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 present artifact to the class.

**Quizzes (7 at 25 points each; 175 points)**
Students will be given quizzes over the topics discussed in class at the end of each topic unit to ensure content mastery and to help us identify areas that we may need to discuss further. These quizzes will consist of no more than 25 questions and will be based on class discussion, lecture, the textbook, locate-and-share assignments, and personal experience.

**Context Assignment (100 points)**
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 personal and professional lives. Thus, students will be required to identify a career path, select two theories that we discussed in class, and explain how these theories can be used to enhance their career. Students will be given several options for completing this assignment.

**Participation (20 days at 5 points each; 100 points)**
Participation will be graded. Each student will earn 5 points for every class session that they attend and participate. If students attend but do not participate in class, I reserve the right to assign 0 points for the day. Students should sign the sign-in sheet before they leave the classroom—the professor will not be responsible for “remembering” that a student attended a class that they did not sign in for.
**COMM3310.001 Schedule**

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

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<th>Day</th>
<th>Monday, June 1</th>
<th>Tuesday, June 2</th>
<th>Wednesday, June 3</th>
<th>Thursday, June 4</th>
<th>Monday, June 8</th>
<th>Tuesday, June 9</th>
<th>Wednesday, June 10</th>
<th>Thursday, June 11</th>
<th>Monday, June 15</th>
<th>Tuesday, June 16</th>
<th>Wednesday, June 17</th>
<th>Thursday, June 18</th>
<th>Monday, June 22</th>
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<tbody>
<tr>
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<td>N/A</td>
<td>Chapters 4 &amp; 5</td>
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<td>N/A</td>
<td>Chapters 8 &amp; 10</td>
<td>Chapters 11 &amp; 12</td>
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<td>Chapters 14, 15, &amp; 16</td>
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<td>Chapters 18, 19, &amp; 20</td>
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<td>Quiz 1</td>
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<td>Quiz 5</td>
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<td>Tuesday, June 23</td>
<td>READ: Chapters 22 &amp; 23</td>
<td>DISCUSS: Media: Spiral of Silence, U&amp;G</td>
<td>Locate-And-Share Assignment</td>
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<td>Wednesday, June 24</td>
<td>READ: Chapters 24 &amp; 25</td>
<td>DISCUSS: Media: Cultivation &amp; Cultural Studies</td>
<td>Locate-And-Share Assignment</td>
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<td>Thursday, June 25</td>
<td>READ: N/A</td>
<td>DISCUSS: N/A</td>
<td>Quiz 6</td>
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<td>Monday, June 29</td>
<td>READ: Chapters 27, 28, &amp; 29</td>
<td>DISCUSS: Culture: FNT, CAT, &amp; Muted Group</td>
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<td>Tuesday, June 30</td>
<td>READ: N/A</td>
<td>DISCUSS: N/A</td>
<td>Quiz 7</td>
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<td>Wednesday, July 1</td>
<td>READ: N/A</td>
<td>DISCUSS: Workshop on Context Assignment</td>
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<td>Thursday, July 2</td>
<td>READ: N/A</td>
<td>DISCUSS: N/A</td>
<td>Context Assignment Due</td>
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