INTRODUCTION TO COMMUNICATION SCHOLARSHIP
COMM 5301
TAMUCC Fall 2017

CONTACT INFORMATION
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Office hours: TBD

COURSE INFORMATION
Course number: 5301.001 CRN: 41050
Meeting times: R 7-9:30 PM
Course location: BH 201
Credits: 3

COURSE OVERVIEW

Course Description. 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.

Student Learning Outcomes. At the conclusion of the course, students should be able to:

- Discuss the history of the discipline of communication studies.
- Show close reading skills that involve critical thinking and analysis.
- Demonstrate the ability to research a significant topic in the field of communication.
- Show a working knowledge of APA rules for research and writing.
- Illustrate abilities to analyze and synthesize research findings that lead to testable hypotheses.
- Apply effective skills in making oral presentations about independent research.
- Develop and defend an appropriate code of ethics in communication.

Course Materials.

Required:
- Additional readings are available on Blackboard.

Recommended:
**Course Policies and Procedures**

**Attendance.** Attendance is required for participation in this course. At the graduate level, students are expected to attend every class. Only work missed due to extreme illness, a family emergency, a religious holiday, or an excused university activity can be made up. Provide documentation of excused absences prior to planned absences and within a week of unplanned absences to make arrangements for missed work. Work missed due to unexcused absences may not be able to be made up. Additionally, students are responsible for obtaining the information covered in class.

**Late Work.** All assignments are due at the beginning of class time on the assigned day. If I do not have the assignment by the beginning of class that day, the assignment is late. Each calendar day that the assignment is late will generally result in a one-letter-grade reduction.

**Media.** When class is in session, laptops may be used only to take notes and reference class readings and materials. Students may not access unrelated web pages, instant messaging programs, email, facebook or any similar programs during class unless otherwise instructed to do so. Similarly, mobile phones should be turned off. Students who are using laptops or mobile phones inappropriately will no longer be allowed to bring them to class.

**Communication.** This course will rely on blackboard and islander email accounts to communicate electronically with students outside of class. Students need to be sure to check both regularly.

**Graduate Academic Advising.** Students pursuing the Master of Arts in Communication will be paired with a graduate faculty member advisor in their first semester. Students should contact their advisors within the first two weeks of a semester to arrange a meeting during which degree plans, tracks, and opportunities for professional development should be discussed. If there is any question regarding whom a student’s academic advisor is, the student should contact Dr. Stephanie Rodriguez, Interim Graduate Coordinator, for assistance (stephanie.rodriguez@tamucc.edu; 361-825-5753). To finalize your degree plan and register for graduation, you must also meet with the Graduate Student Academic Advisor in the Academic Advising Center for the College of Liberal Arts. This office is located in Driftwood 203E and can be reached at (361) 825-3466.

**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 the reduction of one’s grade and/or immediate failure in the course.

**Disabilities Accommodation.** 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.

**Dropping a Class.** I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please
consult with your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. November 15 is the last day to drop a class with an automatic grade of “W” this term.

Grade Appeals. As stated in University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, 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 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 complete details on the process of submitting a formal grade appeal, please visit the College of Liberal Arts website, http://cla.tamucc.edu/about/student-resources.html. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s Office.

Questions and Problems. If you have concerns about the class, please arrange to discuss them with me during my office hours or by appointment.

**COURSE REQUIREMENTS**

Specific instructions and guidelines for each of the following assignments will be provided in class.

I. Program Plan. This essay requires students to reflect on and construct a plan for their graduate program experience and outcomes.

II. Research Proposal. Students will select an area of study in the communication discipline, review articles in that area, and construct an argument for research to be conducted. The proposal will be completed in steps:
   - Pre-proposal
   - Annotated bibliography
   - Outline
   - Paper draft & workshop
   - Final paper
   - Paper presentation

III. Reverse Outline. Students will work to gain outlining and argument construction skills by examining the argument of a research article.

IV. Journal Report Presentation. Students will research a prominent journal in communication and share their findings with the class in a formal presentation.

V. Senior Scholar Spotlight Presentation. Students will learn about a senior scholar (associate or full professor) in the discipline and share their findings with the class in a formal presentation.

VI. APA Exam. Students will be tested on their knowledge of core APA rules and guidelines.
VII. Participation. Critical discussion is an essential component of a graduate seminar. Students are expected to arrive to class having read all of the assigned class material and be prepared to discuss all of the readings for that day. Students may also be asked to turn in assignments and reading responses, which will count towards their participation grade.

Assignment Summary.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
<th>Value</th>
<th>My Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Plan</td>
<td>20</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Research Proposal &amp; Assignments</td>
<td>130</td>
<td>37%</td>
<td></td>
</tr>
<tr>
<td>Reverse Outline</td>
<td>20</td>
<td>6%</td>
<td></td>
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<tr>
<td>Journal Report Presentation</td>
<td>50</td>
<td>14%</td>
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<tr>
<td>Senior Scholar Presentation</td>
<td>60</td>
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<tr>
<td>APA Exam</td>
<td>40</td>
<td>11%</td>
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<tr>
<td>Participation</td>
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<td>19%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>350</strong></td>
<td><strong>100%</strong></td>
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COURSE EVALUATION

Evaluation. Grades are based on demonstration of mastery of course material. Work that meets the minimum requirements of an assignment, is done on time, and displays average involvement with the course content is deserving of a 'C.' Higher grades are awarded to work that goes above and beyond the minimum standards to produce products that reflect superior intellectual effort, excellence in critical analysis, and overall creativity in the approach to any given assignment.

Grading Scale. Use the following percentages as a guide for determining your grade.

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Score</th>
<th>Grade</th>
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<tbody>
<tr>
<td>90-100%</td>
<td>358-400</td>
<td>A</td>
</tr>
<tr>
<td>80-89%</td>
<td>318-357</td>
<td>B</td>
</tr>
<tr>
<td>70-79%</td>
<td>278-317</td>
<td>C</td>
</tr>
<tr>
<td>60-69%</td>
<td>238-277</td>
<td>D</td>
</tr>
<tr>
<td>59% &amp; below</td>
<td>below 238</td>
<td>F</td>
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TENTATIVE COURSE SCHEDULE*

**Readings for each week are listed in Blackboard under Course Content.

WEEK 1

Aug. 31 Course Overview
Introductions
Graduate Student Culture

WEEK 2

Sept. 7 Understanding the Discipline Part I
- What Counts as “Communication”
- History & Development of the Field
**Readings:**  
Braithwaite (2014)  
NCA Spectra March/May 2014  
Eadie (2011)  
Cohen (1994) ch. 3

### WEEK 3

**Sept. 14**  
Understanding the Discipline Part II  
- Depth and Breadth of the Field  
- Organizational Structure and Systems  
- MA in Communication at TAMU-CC  

**Readings:**  
Various NCA Regional Organizations’ Web Pages  
APA ch. 7

### WEEK 4

**Sept. 21**  
Theory & Research Part I  
- Understanding Scholarship  
- Role of Theory & Research  
- Ethics in Scholarship  

**Readings:**  
APA ch. 1  
Timmerman 2009  
Frey 2009  
Hummert 2009  
NCA: A Code of Ethics  
NCA: A Code of Best Practices

**Due:**  
Program Plan

### WEEK 5

**Sept. 28**  
Theory and Research Part II  
- Academic Journals  
- Reading and Understanding Research Articles  
- The Publication Process  
- Annotated Bibliographies  

**Readings:**  
NCA: List of Communication Journals  
NCA Impact Factor Ratings  
APA ch. 2 & 8  
Purdue-Annotated Bibliographies  
Cornell-How to Prepare an Annotated Bibliography

**Due:**  
Paper pre-proposal

### WEEK 6

**Oct. 5**  
Library Research—Meet at the Library  
- Identifying and finding resources  

**Readings:**  
Craswell & Poore (2012) ch. 2 & 3
WEEK 7
Oct. 12 Academic Writing Part I
   • Outlining
   • Literature Reviews
   • Constructing an Argument
   Readings: Craswell & Poore (2012) ch. 4, 5, & 8
   Due: Annotated Bibliography

WEEK 8
Oct. 19 Academic Writing Part II
   • APA Writing Rules
   • Crediting Sources
   Readings: APA ch. 3, 4, 5, & 6
   Due: Reverse Outline

WEEK 9
Oct. 26 Academic Presentations
   Engaging in Critique
   Readings: Wilhoit (2012) ch. 5, 6, & 7
   Due: Paper Outline

WEEK 10
Nov. 2 Journal Report Presentations
   Due: Journal Report
   Due: Reading Response

WEEK 11
Nov. 9 APA Exam
   Writing Workshop
   Due: Paper Draft

WEEK 12
Nov. 16 Senior Scholar Report Presentations
   Due: Senior Scholar Spotlight Report

WEEK 13
Nov. 23 Thanksgiving break

WEEK 14
Nov. 30 Paper Presentation Panels
   Due: Final Paper
   Due: Paper Presentation (half of the class)

FINALS WEEK
Dec. 14    Paper Presentation Panels

Due:    Paper Presentation (half of the class)

*This schedule is tentative. Changes may be made throughout the semester.