INTRODUCTION TO COMMUNICATION SCHOLARSHIP
(COMM 5301)
TAMU-CC Fall 2020

CONTACT INFORMATION
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Office hours: TBD

COURSE INFORMATION
Course number: 5301.001 CRN: 51710
Meeting times: R 7-9:30 PM
Course location: IH 157
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:
  o Note: This a book that you will use throughout your time as a graduate student. As result, I encourage that you purchase the spiral bound version with the tabs. It will make accessing the content easier.
- Additional readings are available on Blackboard.

Recommended:

**COURSE POLICIES AND PROCEDURES**

**COVID-19.** Due to the spread of COVID-19, students are expected to wear a mask in the classroom and/or maintain a distance of 6 feet or more from others. Do not come to class if you feel ill. If you or a family member contracts COVID-19 or if you come into direct contact with someone who has been diagnosed with COVID-19, please notify the instructor right away to make arrangements.

**COVID-19 and Attendance.** At the graduate level, students are expected to attend every class. Only work missed due to 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.

However, if you are unable to attend class due to issues associated with COVID-19, please notify the instructor to made arrangements. It may mean attending class via Webex, watching videos of class discussion, or engaging in some other form of class participation. If you are unable to complete course content in an online manner, you will need to talk with the instructor about dropping the course.

**Late Work.** All assignments are due in class on the assigned day. If I do not have the assignment in class that day, the assignment is late. Each calendar day that the assignment is late will generally result in a one-letter-grade reduction. Plan ahead. In-class work and quizzes may not be able to be made up.

**Finals Week.** Students must be present at the scheduled final exam time for the course. This means that travel plans should be made with the final exam period in mind.

**Media.** When class is in session, laptops may be used only to take notes and reference class readings and materials. Students should 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 silenced and put away. Students who are using laptops or mobile phones inappropriately will no longer be allowed to bring them to class.

**Academic Integrity/Plagiarism.** In an instructional setting, plagiarism occurs when a writer deliberately uses someone else’s language, ideas, or other original (not common-knowledge) material without acknowledging its source. Plagiarism is a violation academic expectations, but it is sometimes difficult to understand what plagiarism actually is. Often, students commit unintentional plagiarism (not citing sources properly, for example), because they are unaware of the standards that apply. Plagiarism includes:

- Using the work of another as your own,
- Downloading or purchasing ready-made essays off the web and using them as your own,
- Using resource materials without correct documentation,
- Using the organization or language of a source without using quote marks and proper citation.
- Turning in a researched project without citing sources in an appropriate documentation style.

When you are confused about citation of quotes or ideas, please visit the Writing Center or me to
get help. Information on MLA documentation rules and APA documentation rules is available at Purdue University’s OWL: http://owl.english.purdue.edu/, and from our local Writing Center at CASA.

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.

Classroom/Professional Behavior. 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 VII 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, electronic classrooms, labs, discussion groups, field trips, etc.

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 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.

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.

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 5 is the last day to drop a class with an automatic grade of “W” this term.

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 primary and a secondary means of contacting each student.

**Grade Appeals.** As stated in University Procedure 13.02.99.CO.03, Student Grade Appeals 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.CO.03, Student Grade Appeals Procedures. For assistance and/or guidance in the grade appeal process, students may contact the Dean’s office in the college in which the course is taught or the Office of the Provost. These documents are accessible through the University Rules Web site at: [http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.c0.03_student_grade_appeals.pdf](http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.c0.03_student_grade_appeals.pdf).

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

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### COURSE REQUIREMENTS

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

**I. 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

**II. 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.

**III. APA Exam.** Students will be tested on their knowledge of core APA rules and guidelines.

**IV. Reading Response.** Students will demonstrate their processing of readings through a brief written “response.”

**V. 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>Research Proposal 4 Assignments</td>
<td>80</td>
<td>27%</td>
<td></td>
</tr>
<tr>
<td>- Research Statement (10)</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>- Annotated Bibliography (10)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Outline (20)</td>
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<tr>
<td>- Proposal Draft &amp; Critique (20)</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>- Proposal Presentation (20)</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Research Proposal</td>
<td>100</td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>Senior Scholar Presentation</td>
<td>40</td>
<td>13%</td>
<td></td>
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<tr>
<td>APA Exam</td>
<td>50</td>
<td>17%</td>
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</tr>
<tr>
<td>Reading Response</td>
<td>10</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Participation</td>
<td>20</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>300</td>
<td>100%</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>
</tr>
</thead>
<tbody>
<tr>
<td>90-100%</td>
<td>269-300</td>
<td>A</td>
</tr>
<tr>
<td>80-89%</td>
<td>239-268</td>
<td>B</td>
</tr>
<tr>
<td>70-79%</td>
<td>209-238</td>
<td>C</td>
</tr>
<tr>
<td>60-69%</td>
<td>179-208</td>
<td>D</td>
</tr>
<tr>
<td>59% &amp; below</td>
<td>below 178</td>
<td>F</td>
</tr>
</tbody>
</table>

**TENTATIVE COURSE SCHEDULE**

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

**WEEK 1**

Aug. 20  Course Overview
Understanding the Discipline Part I
- Defining and Exploring “Communication”
- MA in Communication at TAMU-CC
- Communication & APA
**Readings:** APA Introduction
**Due:** What is communication?

**WEEK 2**

Aug. 27  Understanding the Discipline Part II
- History & Development of the Field
- Depth and Breadth of the Field
- Selecting a Paper Topic

**Readings:**
- Braithwaite (2014)
- Critical moments in NCA’s history (2014)
- Cohen (1994) ch. 3
- NCA website
- Web from University of Michigan-Flint

**WEEK 3**

**Sept. 3**  Understanding the Discipline Part III
- Organizational Structure and Systems
- Attending Conferences
- APA & the Communication Discipline

**Readings:**
- Various NCA and Regional Organizations’ Web Pages
  - National Communication Association (NCA)
  - Eastern Communication Association (ECA)
  - Southern States Communication Association (SSCA)
  - Central States Communication Association (CSCA)
  - Western State Communication Association (WSCA)
  - International Communication Association (ICA)
  - Texas Speech Communication Association (TSCA)
- Manning (2018)
- APA Chapter 1 (1.1-1.10)

**WEEK 4**

**Sept. 10**  The Scholarship Process Part I
- Scholarship in Academia
- The Scholarship Process

**Readings:**
- Timmerman (2009)
- Frey (2009)
- Hummert (2009)
- Maibach (2018)

**Due:**  Research Topic Description

**WEEK 5**

**Sept. 17**  The Scholarship Process Part II
- Academic Journals
- Identifying and finding resources

**Readings:**
- NCA: List of Communication Journals
- NCA Impact Factor Report
- Ridley (2012) Chapters 3 & 4

**Due:**  Informal Journal Report
WEEK 6
Sept. 24  The Scholarship Process Part III
• Reading and Understanding Research Articles
• The Publication Process
• Constructing Annotated Bibliographies
Readings: APA Chapters 2, 3 (3.1-3.4), 9, 10, & 12,
Purdue-Annotated Bibliographies
Cornell-How to Prepare an Annotated Bibliography

WEEK 7
Oct. 1  Scholarship Writing Part I
• Literature Reviews
• Constructing an Argument
• Outlining
Readings: Ridley Chapters 1, 2, & 6
Rudestram & Newton (2007)
Due: Annotated Bibliography

WEEK 8
Oct. 8  Scholarship Writing Part III
• APA Writing Rules
• Crediting Sources
Readings: Ridley Chapter 7
APA Chapters 4, 5, 6, & 8

WEEK 9
Oct. 15  Scholarship Writing Part III
• Academic Presentations
• Writing the Methods Section
Readings: Craswell & Poore (2012) Ch 11
APA Chapter 3 (3.5-3.18)
Due: Research Proposal Outline

WEEK 10
Oct. 22  Scholarship Writing Part IV
• Engaging in Critique
• Ethical Scholarship
Readings: Wilhoit (2012) Chapters 6, 7, & 8
Ridley Chapter 8
APA Chapter 1 (1.11-1.25)
NCA: A Code of Ethics
NCA Credo for Ethical Communication

Due Reading Response

WEEK 11
Oct. 29 Scholarship Writing Part V
Due: APA Exam

WEEK 12
Nov. 5 Scholarship Writing Part VI
• Writing Workshop & Peer Review
Due: Proposal Draft

WEEK 13
Nov. 12 Senior Scholar Report Presentations
Due: Senior Scholar Spotlight Report

***Sunday, Nov. 15 Due: Research Proposal

WEEK 14
Nov. 19 Webex Paper Presentation Panels
Due: Research Proposal Presentation (half of the class)

WEEK 14
Nov. 26 Thanksgiving break

FINALS WEEK
Dec. 3 Webex Paper Presentation Panels
Due: Research Proposal Presentation (half of the class)

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

REFERENCES


Campus Safety Measures

To promote public safety and protect students, faculty, and staff during the coronavirus pandemic, Texas A&M University has adopted policies and practices for the Fall 2020 academic term to limit virus transmission. Students must observe the following practices while participating in face-to-face courses and course-related activities (office hours, help sessions, transitioning to and between classes, study spaces, academic services, etc.):

- **Self-monitoring**—Students should follow CDC recommendations for self-monitoring. **Students who have a fever or exhibit symptoms of COVID-19 should participate in class remotely and should not participate in face-to-face instruction.**
- **Face Coverings**—Face coverings (cloth face covering, surgical mask, etc.) must be properly worn in all non-private spaces including classrooms, teaching laboratories, common spaces such as lobbies and hallways, public study spaces, libraries, academic resource and support offices, and outdoor spaces where 6 feet of physical distancing is difficult to reliably maintain. Description of face coverings and additional guidance are provided in the Face Covering policy and Frequently Asked Questions (FAQ) available on the Provost website.
- **Physical Distancing**—Physical distancing must be maintained between students, instructors, and others in course and course-related activities.
- **Classroom Ingress/Egress**—Students must follow marked pathways for entering and exiting classrooms and other teaching spaces. Leave classrooms promptly after course activities have concluded. Do not congregate in hallways and maintain 6-foot physical distancing when waiting to enter classrooms and other instructional spaces.
- To attend a face-to-face class, students must wear a face covering (or a face shield if they have an exemption letter). If a student refuses to wear a face covering, the instructor should ask the student to leave and join the class remotely. If the student does not leave the class, the faculty member should report that student to the Student Conduct office for sanctions. Additionally, the faculty member may choose to teach that day’s class remotely for all students.

**TAMU-CC Face Coverings**
TAMUCC Face Coverings Policy and FAQs:
https://www.tamucc.edu/fall-2020/face-coverings-faq/

Rule and Procedure:
https://academicaffairs.tamucc.edu/rules_procedures/assets/34.99.99.c0.02_use_of_face_coverings.pdf