

# 2015 Spring CMST 1061 for Lisa Hebert

## Syllabus

### Syllabus for CMST 1061- Fundamentals of Communication

**Instructor:** Lisa Hebert

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**Office Hours:** MF 7:00-7:30 /11:30-12:30; Wednesday 7:00-7:30, 11:00-12:30; or by appointment

**Required Texts:**

Butcher, Joni. *The 5 Pathways of Communication*. Kendall Hunt, 2014.

**General Education Statement:**

CMST 1061 is a General Education Humanities Course designed to familiarize the students with the fundamental concepts of communication. As a General Education Humanities Course, CMST 1061 will enable students to demonstrate an understanding of historical, cultural, and philosophical complexity that supports sophisticated discourse.

In this course, we will explore how we, as human beings, create socially significant messages which help us shape our identity, persuade others to take action, and shed light on the value systems of our culture. We will learn how individuals create and use messages to generate common meaning with others, to facilitate cooperative action, to perform social and cultural roles, and to reinforce or alter prevailing attitudes in our society.

**The Americans with Disabilities Act and Rehabilitation Act of 1973:**

If you have a disability that may have some impact on your work in this class and for which you may require accommodations, please see a Coordinator in the Office of Disability Affairs (112 Johnston Hall) so that such accommodations may be arranged. After you receive your accommodation letter, please meet with me at some time during the first two weeks of class to discuss the provisions of those accommodations.

**Considering a Major or Minor in Communication Studies?**

Business leaders and other professionals recognize the importance of developing communication skills. Such skills are beneficial to careers in business, government, law, social services, and the arts. Communication courses help students gain practical experience in such areas as public speaking, group decision-making, interpersonal relationships, performance, film, and media arts.

A **major** in Communication Studies requires 36 hours including 12 hours of core classes and 12 hours at the 3000 or 4000 level. A **minor** requires 15 hours with one core class and 6 hours at the 3000 level or above. More information is available

at <http://uiswcmweb.prod.lsu.edu/hss/cmst/Resources/Research%20Participation%20System/item56894.html>

**Course Description:**

The purpose of this course is to introduce students to the Fundamentals of Communication. During the semester, we will concentrate on five fundamental areas of communication:

**Small Group (Professional) Communication**

Employers consistently expect quality communication skills in employees. In this section we will examine the role communication plays in work-related settings. We will discuss theories and techniques to help excel in working with others in order to achieve a common goal.

**Public Discourse**

Public discourse is central to the practice of citizenship. In this section we will explore how persuasive messages are constructed, presented to, and received by public audiences. We will examine such areas as political discourse, social issue posters, and persuasive advertisements.

**Communication in Human Relationships**

All human relationships are built through communication. In this section we will examine theories and techniques that help us understand and enable effective relationships with others. We will discuss areas such as managing conversations, apologizing, dealing with conflict, and compliance-gaining.

**Visual and Media Communication**

In our post-literate electronic world, humans increasingly communicate via still and moving images and image technologies. In this section we will explore practical approaches to communication in visual culture, film, and mediated arts.

### **Art and Culture**

Humans communicate culture by everyday behaviors. In this section we will discover how we achieve unique identities through everyday behaviors, values, and norms. We will explore such areas as cultural storytelling, parody, and community-building rituals and festivals.

**\*\*\*Please Note** that these areas are not necessarily mutually exclusive. Some communication concepts can fit into two or more of these categories.

Also, many topics exist under each area. There is simply not enough time to cover every aspect of every area.

### **Course Goals:**

This course should help you read, write, think, and communicate critically. The goal is NOT simply to memorize terminology. You should certainly learn and understand the key concepts, but you should also know how to USE the concepts and relate the concepts to other subjects and other areas of life such as your personal life (know how to interpret and understand acts of communication), your social life (use the concepts to help you relate to others), and your professional life (help you communicate more effectively in the workplace).

### **Additional Information on Assignments:**

#### **Quizzes:**

Throughout the semester, you will be assigned homework readings on the material to be covered in the next class period. You will be quizzed on the reading before meeting with your team to make sure you are familiar with the material that will be utilized during the team-based learning activity. Quizzes will usually be given at the beginning of class unless a change is needed. Your quiz will not count if you leave class after taking the quiz.

#### **Team-Based Learning Activities:**

You will be assigned to a 4-5 member team. You will work with this team throughout the semester completing Team-Based Activities, and the Capstone Project. Your participation within the team will be assessed at midterm and at the end of the semester by your other team members.

#### **Learning Portfolio Questions:**

You will be given throughout the semester writing assignments (which will be due the next class period). Assignments cannot be emailed. These questions are designed to encourage you to apply concepts to your own life experiences.

#### **Communication Challenge Assignments:**

There will be 5 Communication Challenge Assignments given during the semester (one for each of the 5 fundamental areas of communication). For each Communication Challenge, groups will be required to create and present a specific type of message to the distinguished panel of judges. The judges will discuss and critique each presentation and decide which group presented the most effective message. The winning group will receive 5 bonus points to be applied to either the midterm exam (challenges #1-#3) or final exam (challenges #4 and #5). Please note that these projects must be completed in a limited amount of time (hence the term, "challenge"), so good team-working skills are essential.

#### **Communication Challenge Panel Critique**

For each Communication Challenge, a team will be selected at random to critique the presented projects. Presenters, keep in mind that the panel decides the winner of the challenge, but I assign your grade. You must be present to receive points for the critique.

#### **Capstone Project:**

Each group will be required to complete a capstone project that demonstrates your understanding of the fundamental concepts of communication.

Yes, group projects are often more frustrating and often involve uneven contributions from individual group members. However, working in groups allows for the opportunity to hone skills in cooperation, collaboration, and setting standards. It also allows for observing and practicing communication skills.

All groups will present a retelling of the same fairytale (assigned by me). However, each group will be assigned a different communication pathway to travel down as you tell the story. Your group must incorporate the communication concepts from the assigned pathway and illuminate them in your final presentation. Each pathway should serve as a different lens through which to view the message inherent within the given fairytale. Thus, we will be able to experience the message from five different directions and obtain a fuller understanding of

both the fairy tale and the various means available to communicate the message to an audience. It will be a rich, rewarding, and hopefully entertaining experience.

### **Missed Assignments and Exams:**

If you miss an in-class activity, Quiz, panel critique for the Communication Challenge or Capstone Project Panel Discussion **for a university excused absence (see PS-22) and provide valid written documentation**, you may complete an alternative assignment for those participation points. This alternative assignment must be requested and completed within one week of the missed assignment. **NO EXCEPTIONS.** It is your responsibility to request this assignment. It will not be automatically assigned to you. The alternative assignment will **NOT** be an option if more than one week has passed since the missed assignment or activity. **\*\*If you miss the midterm or final exam, you must provide valid written documentation of a university excused absence in order to make up the missed exam. (See PS-22) Otherwise, a grade of '0' will be assigned for that exam.**

You are responsible to keep track of your grades on Moodle. If there is a discrepancy in your grade, you have one week to talk to me about that grade.

\*\*\*Please note if you arrive considerably late for an activity (after the group has been working for an extended period of time) or leave before your group has presented, you will receive only **partial credit** for that activity.

### **Research Participation Requirement:**

CMST 1061 requires a research participation element.

**Please see Moodle for details.**

## **Course Assignments and Point Values**

**250 points** = Midterm Exam

**200 points** = Final Exam

**170 points** = Team-Based Learning Activities, learning portfolio questions, and quizzes (20 @ 10 points each) —Five may be dropped. If you know you are not going to be in class, these can be taken at an earlier time. An alternate assignment may be given **ONLY** for University sanctioned events.

**125 points** = Communication Challenge Assignments (5 @ 25 points each)

**010 points = Judging.** You must be present to judge your fellow group members. There will be an alternate assignment available due the next class period after grades are posted on moodle if you miss the assignment.

**020 points** = Peer Evaluations (written evaluation of your group members at midterm) (you are graded according to your written evaluation of others)

**020 points** = Peer Evaluations (your group members' evaluation of you for the semester) (you receive points based on your group members' evaluations of your performance)

**030 points** = Research Participation Requirement (2 credit hours @ 15 points each)

**175 points** = Capstone Project

### **Total Points for Class = 1000 points**

### **Course Grading Scale:**

1000-920 = A

919-840 = B

839-760 = C

759-680 = D

679-000 = F

**\*\*\*NOTE: PLEASE BE AWARE THAT THE 8 POINT GRADING SCALE IS USED FOR ALL CMST 1061 CLASSES.**

**Moodle:**

Please check Moodle on a daily basis for announcements and assignments. Remember, your syllabus, written exercises, additional lecture notes, and other information will be posted here. It is your responsibility to access this information. Also, please keep a check on your posted grades throughout the semester and let me know **immediately** if there has been an error in grading. You MUST notify me of a grading error within 2 weeks of the grade being posted to Moodle. Otherwise, the grade in question will remain as it appears. (This includes grades on written exercises, in-class activities, exams, etc.)

**E-Mail:**

If you e-mail me with a question about an assignment or any other question concerning the class, please allow at least 24 hours for a reply. If you e-mail me the night before an assignment is due, there is no guarantee I will read and respond to your e-mail before class time. There is also no guarantee that I will check my e-mail over the weekend. If you have an assignment due on Monday, please do not wait until Saturday or Sunday to e-mail me with questions.

**Attendance:**

I do not have a formal attendance policy in this class. However, if you are not in class, you are not participating. This can adversely impact your team, your learning, and your peer evaluations.

A large number of "unexcused" absences can have an impact your final grade in the course. I also take notice of students who come to class on a regular basis and those who do not. Your attendance (or lack thereof) can have an impact on your final grade if you are on the border (1-2 points) of a higher letter grade at the end of the semester. PS-44 states: "While it is appropriate (and indeed inevitable) that the instructor should exercise subjective judgment in determining grades, particularly in "borderline" cases, the judgment should be based solely on academic considerations. Because class absences are likely to affect a student's mastery of course content, they may be considered among these "academic considerations" in determining the final course grade. Therefore, instructors, at their discretion, may also include "unexcused" absences as component of the course grade, as long as attendance policies are spelled out clearly in the course syllabus at the beginning of the semester."

**\*\*\*Note that the day before and the day after a scheduled university holiday are REGULAR CLASS DAYS. Classes will be held and assignments will be due. Please make travel plans with this in mind. Vacations are NOT university excused absences.**

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## Course Calendar

### Calendar of Assignments

Wed	1-14	<b><u>Syllabus</u></b>
Fri	1-16	What is communication?
M	1-19	<b>No Class: Martin Luther King Day</b>
W	1-21	<b>Continued</b>
F	1-23	<b>Small Group (Professional) Communication</b>
M	1-26	<b>Continued</b>
W	1-28	<b>Continued</b>
F	1-30	(Communication Challenge #1 preparation)
M	2-2	<b>Communication Challenge #1</b>
W	2-4	<b>Public Discourse</b>
F	2-6	Continued
M	2-9	<b>Continued</b>
W	2-11	Continued
F	2-13	(Communication Challenge preparation)
M	2-16	Mardi Gras
W	2-18	Mardi Gras
F	2-20	(Communication Challenge preparation)
M	2-23	<b>Communicatin challenge #2</b>
W	2-25	<b>Communication in Human Relationships</b> (Consult Moodle for Reading Assignments)
F	2-27	<b>Continued</b>
M	3-2	<b>Continued</b>
W	3-4	(Communication Challenge preparation)
F	3-6	Communication Challenge #3
M	3-9	<b>Midterm Exam</b>
W	3-11	<b>Visual and Media Communication</b> (Consult Moodle for Reading Assignments)
F	3-13	<b>Continued</b>
M	3-16	<b>Continued</b>
W	3-18	(Communication Challenge preparation)
F	3-20	<b>Communication Challenge #4</b>
M	3-23	<b>Art and Culture</b> (Consult Moodle for Reading Assignments)
W	3-25	<b>Continued</b>
F	3-27	<b>Continued</b>
M	3-30	(Communication Challenge preparation)
W	4-1	<b>Communication Challenge #5</b>
F	4-3	Spring Break

- M 4-6 Spring Break
- W 4-8 Spring Break
- F 4-10 Spring Break
- M 4-13 **Capstone Project Assigned (Fairy tale and Pathways Assigned)**
- W 4-15 Workshop
- F 4-17 Workshop
- M 4-22 Workshop
- W 4-24 **Capstone Project Presentations (Small Group {Professional} Communication)**
- F 4-26 **Capstone Project Presentations (Public Discourse)**
- M 4-27**Capstone Project Presentations (Human Relationships)**
- W 4-29**Capstone Project Presentations (Visual and Media)**
- F 5-1**Capstone Project Presentations (Art and Culture)**

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