

# FUNDAMENTALS OF COMMUNICATION

CMST 1061

Section 7: T-TH 9:00-10:20

Room: Coates 234

Section 9: T-TH 12:00-1:20

Room: Coates 109

**Instructor:** Andrew C. Jones  
**Office:** 328 Coates Hall  
**Office Hours:** Tuesday & Thursday 2:00-4:00, or by appointment  
**Office Phone:** 578-4308  
**Email:** [ajon167@lsu.edu](mailto:ajon167@lsu.edu)

## COURSE DESCRIPTION

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The purpose of this course is to introduce students to the field of Communication Studies. Communication Studies is comprised of three areas: rhetoric, performance, and communication theory. These three areas serve as lenses through which to view the communication process. Communication theory examines intra- and interpersonal communication with special attention to communication in relationships and the role of the individual in communication. Performance concentrates on the historical, cultural, and aesthetics of performance texts, events, and processes. Rhetoric focuses on the analysis of public argument and the persuasive power of linguistic and aesthetic forms. We will explore the major concepts of agent, audience, message, and meaning, through these perspectives. At the end of the semester, you should have a richer understanding of the similarities and differences between the areas of communication and have acquired practical knowledge of the communication process itself.

### Course Goals:

This course should help you read, write, and think 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 a dramatic performance), your social life (use the concepts to help you relate to others), and your professional life (help you communicate more effectively in the workplace).

### General Education Statement:

CMST 1061 may be used to partially fulfill General Education requirements in the humanities area. This course introduces students to the fundamental concepts of communication. The areas of rhetoric, performance, and communication theory each provide insights into human interaction. Human beings create messages that enable us to express, criticize, and even negotiate our values – our core ideals about what we consider intrinsically right or wrong that show us how to conduct our lives.

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.

This course will provide us with a variety of lenses through which to view and examine the communication process. At the end of the semester, we should have a richer understanding of the similarities and differences between the areas of communication and have acquired practical knowledge of the communication process itself.

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## ASSIGNED COURSEWORK

- 3% • Research Learning Requirement
  - 10% • Quizzes
  - 15% • Participation
  - 10% • Communication Theory Assignment
  - 10% • Rhetoric Assignment
  - 10% • Performance Assignment
  - 12% • Final Project
  - 15% • Mid-semester Examination
  - 15% • Final Examination
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## REQUIRED TEXT

Etext available through [http://www.pearsoncustom.com/la/speech\\_lsu/](http://www.pearsoncustom.com/la/speech_lsu/)

Crick, Pecchioni & Butcher. *Deconstructing Communication: An Introduction to Rhetorical, Performance and Communication Theory*. Pearson Custom Publishing, 2007.

## POLICIES

### Grading:

All assignments must be completed before class on the date due. You will not be able to make up speeches, so plan accordingly and discuss any conflicts with me at the beginning of the semester. I follow the standard 8-point grading scale used in all CMST 1061 courses:

100.0-92.0	=	A
91.9-84.0	=	B
83.9-76.0	=	C
75.9-68.0	=	D
67.9-00.0	=	F

### Attendance:

Any absences from class will negatively affect your final grade, as you will miss information and in-class activities vital to the successful completion of your coursework. From PS-22: Class attendance is the responsibility of the student. The student is expected to attend all classes. A student who finds it necessary to miss class assumes responsibility for making up examinations, obtaining lecture notes, and otherwise compensating for what may have been missed. The course instructor will determine the validity of a student's reason(s) for absences and will assist those students who have valid reasons. Valid reasons for absences include:

1. Illness
2. Serious family emergency
3. Special curricular requirements such as judging trips or field trips
4. Court-imposed legal obligations such as subpoenas or jury duty
5. Military obligations
6. Serious weather conditions
7. Religious observances.
8. Participation in varsity athletic competitions or university musical events

The student is responsible for providing reasonable advance notification and appropriate documentation of the reason for the absence. The roll will be called at the beginning of every class period and absences will be noted.

Tardiness:

Classes start promptly on the hour. If you arrive after the roll has been called, you will be marked absent for the day. Quizzes are frequently given at the beginning of class and cannot be made up. If you arrive late you will not be given extra time to complete the quiz. It is your responsibility to arrive in class on time, despite the devious machinations of traffic, weather, and alarm clocks.

Participation:

You are expected to participate in all class activities. Activities are graded according to the quality of the work you produce, by the standards derived from the topics covered in the course. Your participation grade will be negatively effected if you fail to attend class, if you fail to read assigned material, if you fail to bring printed material with you to class, if you are disruptively using technology (this includes texting, wearing headphones, and surfing the web).

Plagiarism: Please see the Student Code of Conduct (an excerpt of which appears below)

6. Plagiarism is defined as the lack of citation or the unacknowledged inclusion of someone else's words, structure, ideas, or data. When a Student submits work as his/her own that includes the words, structure, ideas, or data of others, the source of this information must be acknowledged through complete, accurate, and specific references, and, if verbatim statements are included, through quotation marks as well. Failure to identify any source (including interviews, surveys, etc.), published in any medium (including on the internet) or unpublished, from which words, structure, ideas, or data have been taken, constitutes plagiarism; Plagiarism also includes:
  - 6a. Falsifying or fabricating any information or citation in any academic exercise, work, speech, thesis, dissertation, test, or examination.
  - 6b. Submission of essentially the same written assignment for two courses without the prior permission of the instructors; (from the [Student Code of Conduct](#) section 8.1.6)

The Americans with Disabilities Act and the Rehabilitations 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 for Disability Services (115 Johnston Hall) so that such accommodations may be arranged. After you receive your accommodation letter, please meet with me to discuss the provisions of those accommodations as soon as possible.

Email and Moodle

You are expected to check your university email and Moodle accounts on a regular basis. I frequently post announcements that will help you complete your assignments, and occasionally send emails with vital information about class activities or cancelations. You are encouraged to check Moodle the night before class, and to check your email before class. Please use Moodle or your university email account when sending messages to me. Unsolicited emails with attachments may be deleted unopened, so please check before emailing me documents or other files.

Research Learning Requirement:

The material you will learn in this course is the product of research. The goal of the research learning requirement is to help you to gain knowledge about the process by which scholars attempt to understand human behavior. All students taking CMST 1061, 2010, 1150, and 2060 must complete a research learning requirement. For each course in which a student is enrolled, he or she must complete 2 research credits. You can fulfill your requirement by

1. Participating in research studies conducted in the Department of Communication Studies. All studies that last between 0 and 30 minutes will count as one credit. Any study that lasts between 31 and 60 minutes will count as two credits. Each study will specify the number of credits a student can earn for

completion. There will be several survey and experimental studies conducted throughout the semester. These studies are held on campus at various times and in various locations or are administered through online survey software. All available studies are approved by the Institutional Review Board at LSU.

2. Participating in an organized departmental function such as debate or public speaking competition. Only departmental sanctioned events will count toward a student's research learning requirement; thus, no credit will be given for a student attending an outside speaker or performance.
3. Serving as a research assistant for a faculty member in the Department of Communication Studies. The number of units and requirements for those units will be set by the researcher and either accepted or rejected by the student.

The research learning requirement is worth 3% of your total grade; you will receive your 3% if you accumulate 2 research credits during the given semester. Please note that all research learning credits must be completed and allocated by Tuesday December 3 at 11:59 PM (the Tuesday prior to the start of the concentrated study period).

ALL available options to earn credit are posted on an electronic bulletin board located at <http://lsuhumanresearch.sona-systems.com/>. When you go to this website, you will first have to request an account. Once you have secured an account, you will be able to log in and see the options available to you for your various CMST courses.

Please note that various ways to fulfill your research learning requirement will appear on this bulletin board throughout the semester. You are encouraged to check the system on a regular basis for current credit options that fit your interests as well as your schedule.

It is very important that when you sign-up for a credit option that you attend that option or cancel your sign up. Failure to show up twice during one semester will result in your access to the system being restricted and you being unable to complete your research learning requirement. Valid excuses for failing to cancel a sign up and missing a credit option are the same as those found in LSU Policy Statement 31.

Detailed instructions on how to request an account and to navigate the system once logged in can be found on the homepage of the Department of Communication Studies. Go to <http://www.lsu.edu/cmst>. Then click on RESOURCES and RESEARCH PARTICIPATION SYSTEM. Scroll down to find the document titled "RPS – Instructions for Students."

You are encouraged to create an account during the first week of classes so that any problems that arise can be remedied before it is too late. If you have questions about this requirement or the online system that keeps track of credits, please email [researchadmin@lsu.edu](mailto:researchadmin@lsu.edu).

### **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 [www.lsu.edu/cmst](http://www.lsu.edu/cmst). Or, you may consult our undergraduate advisor, Kent Filbel (135 Coates Hall).

**TENTATIVE COURSE SCHEDULE**

<b>WEEK:</b>	<b>DATE:</b>	<b>PREPARE/READ BEFORE COMING TO CLASS:</b>
1.1	Aug 27	Goals for the semester, for LSU, for life!
1.2	Aug 29	Syllabus
2.1	Sep. 3	History of the Discipline
2.2	Sep. 5	Quiz 1
3.1	Sep. 10	Section 1: Agent
3.2	Sep. 12	Quiz 2
4.1	Sep. 17	
4.2	Sep. 19	Quiz 3
5.1	Sep. 24	<b>1<sup>st</sup> Major Assignment</b>
5.2	Sep. 26	Quiz 4
6.1	Oct. 1	Section 2: Audience
6.2	Oct. 3	Quiz 5
7.1	Oct. 8	
7.2	Oct. 10	Quiz 6
8.1	Oct. 15	<b>Mid-Semester Exam</b>
8.2	Oct. 17	Quiz 7
9.1	Oct. 22	Section 3: Message
9.2	Oct. 24	Quiz 8
10.1	Oct. 29	<b>2<sup>nd</sup> Major Assignment: Theories of Message Communication</b>
10.2	Oct. 31	Quiz 9
11.1	Nov. 5	
11.2	Nov. 7	<b>Fall Holiday, No Class</b>
12.1	Nov. 12	Section 4: Meaning
12.2	Nov. 14	Quiz 10
13.1	Nov. 19	
13.2	Nov. 21	Quiz 11
14.1	Nov. 26	
14.2	Nov. 28	<b>Thanksgiving Holiday, No Class</b>
15.1	Dec. 3	<b>3<sup>rd</sup> Major Assignment</b>
15.2	Dec. 5	Quiz 12
<b>Final*</b>	<b>Sec. 7</b>	<b>Final Exam + Final project Due: Tuesday, Dec. 10, 3:00-5:00 PM</b>

<b>Final*</b>	<b>Sec. 9</b>	<b>Final Exam + Final project Due: Friday, Dec. 13, 10:00-Noon</b>
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\*Final Exam dates and times are set by the University Registrar and can only be changed that office. The full final examination schedule is available here: <https://sites01.lsu.edu/wp/registraroffice/academics/final-exams/>