

Syllabus for CMST 1061–Fundamentals of Communication Spring 2016

Instructor: Dr. Joni M. Butcher

e-mail: jbutche@lsu.edu

Office: 131 Coates Hall; **Phone:** 578-6837

Office Hours: MWF 8:30-9:30; M & F: 11:30-12:30; or by appointment

TA (1061-3): Shea Smith

e-mail: hsmi52@lsu.edu

Office: 320 Coates

Office Hours: F 10:30-11:30

TA (1061-6): Naomi Bennett

e-mail: nbenn11@lsu.edu

Office: 321 Coates

Office Hours: M 2:00-3:00

Required Texts:

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

Considering a Major or Minor in Communication Studies?

A degree in communication studies will provide you with practical skills that are useful for a wide range of career choices. We do not narrowly train students for one specific job, instead we help students develop creative and critical ways to organize, build relationships, and solve a variety of communication problems. Business leaders and other professionals recognize the importance of developing communication skills and many times a degree in communication studies will give you an edge over other job applicants in fields such as business, government, social and public services, sales, marketing, and the 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

Important Note on the Syllabus:

This document contains all of your assignments and due dates along with all the rules and regulations for this class. I will go over the syllabus with you on the first day of class, but it is your responsibility to familiarize yourself with its content. Most everything you need to know about the class is included here. Please consult this syllabus for assignment guidelines, late penalties, and makeup assignments BEFORE e-mailing me with questions. If your question is not answered in the document below (or on the additional Moodle postings) please feel free to ask for clarification.

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.

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).

Six Kinds of Significant Learning:

In this course, we will utilize six kinds of significant learning.

1. Foundational Knowledge: understanding and remembering important concepts and terminology

How: Midterm and Final Exams

2. Application: applying the concepts; putting into action what you have learned and developing critical, creative, and practical thinking skills

How: Evaluation Activities; Mini Learning Projects; Communication Challenge Assignments

3. Valuing: learning how to recognize, develop, and reflect on feelings, interests, and values

How: Participation Activities

4. Human Dimension (Personal and Social): learning about yourself and others

How: Peer Evaluations

5. Learning How To Learn: encouraging the continuation of learning outside the classroom

through self-directed inquiring about a subject

How: Individual Writing Assignments

6. Integration: understanding the connection between ideas and experiences and how they relate to other realms of life outside the classroom

How: Capstone Project and Final Communication Paper

Additional Information on Assignments:

You will be assigned to a 4-6 member team. You will work with this team throughout the semester completing class activities, Communication Challenges, Mini-Projects, 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.

Evaluation Activities:

For each Evaluation Activity, your group will assess and critique a project submitted by a group of students from a previous semester. All of the projects used for the evaluation activities are being used with prior permission from these students. Your evaluation of these projects will help you recognize strengths and weaknesses in the assignments and be better prepared to construct your own Communication Challenge assignments.

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. These challenges are designed to help you hone your skills in the various areas of communication and to better prepare your group for completing the final Capstone Project. The instructor and TA will discuss and critique each presentation and decide which group presented the most effective message. The winning groups 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.

Mini Learning Projects:

In addition to the 5 major Communication Challenges, there will be 5 mini projects assigned to your group to help you put into practice some of the concept you are reading about in your text. Groups will be given approximately 15 minutes of class time to work on these projects and then the instructor and TA will discuss and critique each project with the class. The mini projects are designed to help you gain a better understanding of the theories and concepts we will be working with in each pathway.

Missed Communication Challenges and Mini Learning Projects:

Communication Challenges

If you are consistently absent, your group members will be able to decide if you should receive points for the Communication Challenge assignment. It is unfair for you to receive points for an assignment to which you have made no contribution. However, there may be special circumstances in which you are working with the group on the assignment even though you are not physically present. I have no way of knowing this unless the group informs me. Therefore, these cases will be left up to the discretion of your team members. The decision must be unanimous among your group members, and they must submit a written and signed statement in order for you to receive a '0.' If you are unable to meet with your group, you need to inform them of this and help out in any way that you can. Failure to do so may result in point loss on the assignment.

Mini Learning Projects

If you miss a mini project, you cannot receive the points for that assignment. If you have a documented university excused absence, you may complete an alternate assignment for the points.

Peer Evaluations:

Peer evaluations will be completed twice during the semester – once around midterm and once at the end of the semester. Your group members will assign you points that they feel you have earned in various areas of group work throughout the semester.

You will receive 2 scores for each peer evaluation round (midterm and final):

- 1) You will receive an average score based on the responses of your other teammates.
- 2) You will receive a score for completing the evaluations of your team members.

Individual Writing Assignments:

There will be 6 individual writing assignments throughout the semester designed to encourage you to further explore the concepts from the text and this class. You will have 1 writing assignment for each of the 5 pathways and 1 writing assignment for the class in general. Some assignments will ask you to apply the concepts to your own life and experiences. Others will ask you to conduct further research into a specific area, and others will ask you to be artsy, crafty, and creative (just a fair warning). Specific requirements and due dates for these assignment will be posted to Moodle.

Writing assignments **MUST BE TYPED**. **Handwritten** assignments will be **penalized 7 points**.

Please Note: I will **NOT** accept these assignments via e-mail unless you have been given **prior** permission to submit an assignment in this manner (such as in the case of traveling with a sports team or other university sponsored event).

Late assignments will be penalized 5 points for each late class period. After 4 late class periods, the assignment will receive a score of '0.'

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

Capstone Project Brief:

Each group will be required to submit a structured outline of the final project they will be presenting in class. Specific instructions will be posted to Moodle toward the end of the semester.

Capstone Project Panel Discussion:

Each team will be assigned to critique another team's capstone project. Each critiquing group member will be given a written question that they must respond to concerning the project. Please make sure you brush up on the concepts used in that team's project because your answer will be graded according to how accurately you respond to the given question.

Final Communication Paper:

The final communication paper will ask you to write a 2-3 page paper on applying the communication skills you have learned in class this semester. The instructions for the paper appear below and will also be posted to Moodle. Further instructions will be posted to Moodle. The paper will be due at the end of the semester, but I highly encourage you to start writing on it before this time. You may turn in the paper as early as you wish but it is due no later than the date specified in the Calendar of Assignments.

This semester we learned that communication consists of creating and responding to messages. In order to communicate effectively with others, we need to develop skills

that enable us to impart, convey, and exchange information in a variety of ways. In this class, we explored 5 different pathways of communication: Professional Communication in Small Groups, Public Discourse, Communication in Human Relationships, Visual and Mediated Communication, and Communication in Art and Culture. Based on your knowledge and experience in these areas, in what specific ways will each of these pathways help you become a better or more effective communicator in the future? In other words, how might you apply the skills that you learned in each of these pathways in the future? When and how (under what conditions or circumstances) might you find need to draw upon these skills in your personal or professional life (either as the sender of the message or the receiver/interpreter of the message)? Be sure to include specific examples for each pathway.

Other Missed Assignments and Exams:

If you miss an in-class activity, evaluation activity, 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.**

***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.

Assignment Due Dates:

Assignments are due at class time on the specified day. If an assignment is due on Monday, the assignment **must be ready by class time** (or at the end of class if it is a response paper). It does not mean you can turn in the assignment on Monday at 11:59pm. Assignments turned in in this manner will be counted as late.

Moodle and Questions about Grades:

Please check Moodle on a daily basis for announcements and assignments. Remember, you 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 writing assignments, in-class activities, exams, etc.). I will not go back and try to locate an assignment from 2 months earlier.

If you have a question about a grade you or your group members received on a particular assignment, please adhere to the following guidelines:

1. Wait until you have received your written comments from either the instructor or the TA.
2. Wait at least 24 hours after reading the comments to reflect on the work that was done.
3. Do not wait more than 1 week of receiving the grade if you wish to discuss it. If you wait several weeks it is unlikely we will clearly remember the details of the comments we made.

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.

Missing class lecture and video examples can hinder your understanding of the material and may result in lower scores on the midterm and final exam. Missing mini learning projects, communication challenges, and class activities can result in a '0' on those assignments and thus, a lower class average.

*****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.**

Research Participation Requirement:

CMST 1061 requires a research participation element.

Full instructions appear on the next page!!!

Do not e-mail me at the end of the semester and say you have no idea what this is and that I never mentioned it in class.

Research Participation Requirement:

The material you will learn in this course is the product of research. The goal of the research participation requirement for the Department of Communication Studies is to help you 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 participation requirement. For each course in which you are enrolled, you 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. Study descriptions 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 online. All available studies are approved by the Institutional Review Board at LSU.
2. Participating in an organized departmental function such as debate. Only departmental sanctioned events will count toward a student's research participation requirement.
3. Serving as a research assistant for a faculty member in the Department of Communication Studies. The number of credits and requirements for those credits differ by faculty.

The research participation requirement is worth 3% (30 points) of your total grade. You will receive your 3% (30 points) if you accumulate 2 research credits during the given semester. **Please note that all research participation credits must be completed and allocated by Tuesday of dead week.**

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. Students must request a new account every semester regardless of whether you have requested an account in a previous semester. Once you have secured an account for this semester, you will be able to log in and see the options available to you for your various CMST courses. The Psychology Department also uses this site for its research requirement. You cannot complete Psychology research for your CMST research participation requirement.

Please note that various ways to fulfill your research participation requirement will appear on this site 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.

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://app1003.lsu.edu/artsci/cmstweb.nsf/index>. Then click on RESEARCH and STUDIES. 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 early. If you have questions about this requirement or the online system that keeps track of credits, please email researchadmin@lsu.edu.

*****Research Participation Requirements must be completed by the last Tuesday of the semester.**

Course Assignments and Point Values

150 points = Midterm Exam

200 points = Final Exam (cumulative)

100 points = Communication Challenge Assignments (5 @ 20 points each) [5 bonus points to winning teams]

050 points = Mini Learning Projects (5 @ 10 points each)

020 points = Team Building Activity

010 points = Styles Survey: Short Form

050 points = Evaluation Activities (5 @ 10 points each)

120 points = Individual Writing Assignments (6 @ 20 points each)

015 points = Midterm Peer Evaluations (completing the evaluations of your team members)

015 points = Midterm Peer Evaluations (your group members' evaluation of your performance)

015 points = Final Peer Evaluations (completing the evaluations of your team members)

015 points = Final Peer Evaluations (your group members' evaluation of your performance)

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

115 points = Capstone Project

025 points = Capstone Project Brief

020 points = Capstone Project Panel Discussion

050 points = Final Communication Paper

******Please Note: Although this class uses a team-based learning approach, and you will be working in groups for the majority of class time, the bulk of your grade in this class is based on your individual work:**

Group work: 290 points (approximately 29% of your grade)

Individual work: 710 points (approximately 71% of your grade)

Total Points for Class = 1000 points

Course Grading Scale:

A+ = 1000-970

A = 969-930

A - = 929-900

B+ = 899-870

B = 869-830

B - = 829-800

C+ = 799-770

C = 769-730

C - = 729-700

D+ = 699-670

D = 669-630

D - = 629-600

F = 599-000

Please be aware that you have a total of 1000 points to be earned this semester. Your class grade is based on completing the assignments given on the syllabus. Extra credit work will not be assigned to raise a grade.

Since the +/- system already splits fine hairs between letter grades, I do not round up any scores.

How to Determine Your Current Class Grade:

If you want to know your grade in the class at any given time, add up all of the points you have on Moodle and divide by the number of points possible at that time. **DO NOT** rely on Moodle's average and **NEVER** look at Moodle's **PROJECTED GRADE**. **IT WILL NOT BE ACCURATE.**

Calendar of Assignments

W	1-13	Syllabus
		[Homework: Read Ch. 1, p. 1-6]
F	1-15	What is Communication?
M	1-18	No Class: MLK Day
		[Homework: Read Ch. 2, p. 7-16]
W	1-20	Small Group (Professional) Communication
		[Homework: Complete Styles Survey: Short Form on Moodle]
F	1-22	Continued
M	1-25	Continued
W	1-27	Continued; Mini Learning Project #1
F	1-29	Evaluation Activity #1; CC #1 assigned; Writing Assignment #1 Due
M	2-1	CC #1: Workshop
W	2-3	Communication Challenge #1
		[Homework: Read Ch. 3, p. 17-28]
F	2-5	Public Discourse
M	2-8	No Class: Mardi Gras
W	2-10	No Class: Mardi Gras
F	2-12	Public Discourse, continued; Mini Learning Project #2
M	2-15	Continued
W	2-17	Evaluation Activity #2; CC #2 assigned; Writing Assignment #2 Due
F	2-19	CC #2: Workshop
M	2-22	Communication Challenge #2
		[Homework: Read Ch. 4, p. 29-44]
W	2-24	Communication in Human Relationships

- F 2-26 Continued; Mini Learning Project #3
- M 2-29 Evaluation Activity #3; CC #3 assigned; **Writing Assignment #3 Due**
- W 3-2 CC #3: Workshop
- F 3-4 **Communication Challenge #3**
- M 3-7 Review for Midterm; **Peer Evaluations (Midterm) Due**
- W 3-9 **Midterm Exam**

[Homework: Read Ch. 5, p. 45-63]

- F 3-11 **Visual and Mediated Communication**
- M 3-14 Continued; Mini Learning Project #4
- W 3-16 Continued; CC #4 assigned; **Writing Assignment #4 Due**
- F 3-18 CC #4: Workshop
- M 3-21 **No Class: Spring Break**
- W 3-23 **No Class: Spring Break**
- F 3-25 **No Class: Spring Break**
- M 3-28 **Communication Challenge #4**

[Homework: Read Ch. 6, p. 65-75]

- W 3-30 **Art and Culture**
- F 4-1 Continued; Mini Learning Project #5
- M 4-4 Continued
- W 4-6 Continued; CC #5 assigned; **Writing Assignment #5 Due**
- F 4-8 CC #5 Workshop
- M 4-11 **Communication Challenge #5**
- W 4-13 Capstone Project Assigned (Pathways and Presentation Dates)
- F 4-15 Workshop
- M 4-18 Workshop
- W 4-20 Workshop

Peer Evaluations (Final) Due on the day your group presents.

- F 4-22 **Capstone Project Presentations**
- M 4-25 **Capstone Project Presentations**

W 4-27 **Capstone Project Presentations**
F 4-29 **Capstone Project Presentations**

Final Exam:

1061-3 (9:30-10:20): Wednesday, May 4, 3:00pm-5:00pm

1061-6 (12:30-1:20): Thursday, May 5, 12:30pm-2:30pm

Final Communication Paper Due: Monday, May 2 by 3:00pm

Writing Assignment #6 Due: Bring with you to the Final Exam

- M 10-19 **Visual and Media Communication** (Consult Moodle for Reading Assignments and Individual Assignment Instructions)
- W 10-21 **Mini-Challenge #4; IA #7 Due**
- F 10-23 Continued/CC #4 assigned; **IA #8 Due**
- M 10-26 CC #4: Workshop
- W 10-28 **Communication Challenge #4**
- F 10-30 **No Class: Fall Holiday**
- M 11-2 **Art and Culture** (Consult Moodle for Reading Assignments and Individual Assignment Instructions)
- W 11-4 **Mini-Challenge #5; IA #9 Due**
- F 11-6 Continued
- M 11-9 Continued/CC# 5 assigned; **IA #10 Due**
- W 11-11 CC #5: Workshop
- F 11-13 **Communication Challenge #5**