CMST 1061: Fundamentals of Communication
Fall 2013
Section 8 TTH 10:30-11:50
Room: 225 Coates Hall
Section 10 TTH 3:00-4:20
Room: 109 Coates Hall

Instructor: Mollye Deloach
Office: 151C Coates Hall
Office Hours: TTH 1:00-3:00PM; or by appointment
Phone: 578-7653
E-mail: Mdeloa2@lsu.edu

Required Text:
The textbook is available as an E-text through
http://pearsoncustom.com/la/speech_lsu/. This means a code needs to be purchased to
 gain access.

Crick, Pecchioni & Butcher. Deconstructing Communication: An Introduction to

Course Description:
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. We will explore the major concepts of agent, audience, message,
and meaning, via these various 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.

General Education Statement:
CMST 1061 may be used to partially fulfill General Education requirements in the
humanities area. This course introduced 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.

**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).

**Students with Disabilities:**

The Americans with Disabilities Act and Rehabilitation Act of 1973 states, “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.”

**Policies:**

**Plagiarism**

There is a no-tolerance policy for plagiarism. If plagiarism is found, I will report it to the Dean of Students. According to LSU’s website, “Plagiarism is an extremely serious violation of academic integrity. The Code of Student Conduct defines plagiarism as ‘the unacknowledged inclusion, in work submitted for credit, of someone else’s words, ideas, or data.’ (8.1-C.6) Plagiarism can occur in a myriad of forms and media. Although most commonly associated with writing, all types of scholarly work, including computer code, music, scientific data and analysis, and electronic publications can be plagiarized.” Make sure you cite your sources and give credit where its due when turning in any assignment.

**Absences/Late Work**

E-mail me ahead of time if you’re going to miss a speech/presentation day. Excusable reasons for missing are, to be frank, few and far between, but include unexpected sickness proven by the presentation of a doctor’s note, family emergency proven through presentation of an obituary, etc., or a university-sanctioned activity like a sporting event proven by a note from an advisor or an instructor. Under these
circumstances, I will work out a way for you to make up the speech/presentation (either on another day during the same round, or during my office hours in front of myself and other instructors). Make-up speeches are reserved for students who are in good standing in the course, provide me with an outline of their speech within twenty-four hours of missing it, and schedule a make-up within one week.

Missed speeches/presentations that are not accompanied by proof of excused absence and an outline may be made up within the week they are missed for the maximum grade of a C.

Other major course assignments will be due in-class or on Moodle. If you can’t make the in-class or Moodle deadline, you can turn the assignment in for increasingly fewer points throughout that day, up until 5pm. After that point, work will no longer be accepted without proof of extenuating circumstances (see above).

Since most assignments are due online, you should not run into printer issues. However, if you do run into internet connection issues, be aware that campus has wireless internet 24 hours a day, and computers are readily available to you in the library.

**Attendance:**

Attendance will be taken everyday, and your attendance is expected. However, points are not awarded or taken away for class attendance. There are penalties for work that is not turned in on time (see individual assignments for late work penalties). Reading questions cannot be made up, and you must be present to earn points. Some lecture material does not come up directly in your assigned reading, and you will be tested on lecture and course readings. There are no exceptions to these rules.

**E-mail:**

E-mail is the best way to communicate with me. I check it very often, but if you e-mail me with a question about an assignment or other concern, 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 or respond to your e-mail before class time. There is also no guarantee that I will check my e-mail over the weekend.
*When e-mailing me, I expect you to be professional.*
*Please put CMST 1061 and your section number in the subject line.*
*I WILL NOT discuss your grades via e-mail or phone, this must be done in person to protect your privacy.*

**Moodle:**

Please check Moodle on a daily basis for announcements and assignments. Remember, your syllabus, assignments, additional lecture notes, quizzes, and other information will be posted there. It is your responsibility to gain access to 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.
Cell Phone:
You do not need a cell phone in this classroom. Please put it on silent or turn it off for class time. I will have my cell phone on and available to me in the event of a university-wide emergency. If you are found on your cell phone, you will be asked to put it away. Repeated use of your cell phone during class time, will result of the instructor asking you to leave. If you are seen utilizing your cell phone during speech days, you will automatically lose 20 points on your speech. **There are no exceptions to these rules.**

Grade Appeals:
If you feel as if any assignments were inaccurately graded, you are more than welcome to discuss these issues with me. Do not e-mail me in regards of grades on your assignment. I will only meet with you in person to discuss your grade on an assignment.

Final Grade:
Your final grade in this course is based on the total number of points you have **earned** over the course of the semester. Your final grade is based **solely** on the completion of the course requirements. **Extra credit work (including written exercises, papers, activities, presentations, etc.) to raise a grade will not be given under any circumstances.** A final course grade will be changed **only** in the case of a calculation error. **NO late assignments will be accepted after the last day of class. No exceptions.**

Course Content:

- Reading Questions (13 - 1(drop)= 12@ 10pts/each) 120 pts.
- Quizzes (7 -1(drop)= 6 @ 20 pts./each) 120 pts.
- Introductory Speech 100 pts.
- Persuasive Infomercial 115 pts.
- Midterm Exam 125 pts.
- Project Option Sheet 10 pts.
- Final Presentation 100 pts.
- Final Paper 80 pts.
- Final Exam 200 pts.
- Research Requirement 30 pts.

**TOTAL** 1000 pts.

**Course Grading Scale:**

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<tr>
<th>Points</th>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>1000-920</td>
<td>A</td>
<td>92-100%</td>
</tr>
<tr>
<td>919-840</td>
<td>B</td>
<td>84-91%</td>
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<tr>
<td>839-760</td>
<td>C</td>
<td>76-83%</td>
</tr>
<tr>
<td>759-680</td>
<td>D</td>
<td>68-75%</td>
</tr>
<tr>
<td>679-Below</td>
<td>F</td>
<td>&lt;68%</td>
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***NOTE: PLEASE BE AWARE THAT THE 8 POINT GRADING SCALE IS USED FOR ALL CMST 1061 CLASSES.

Reading Questions:
Starting the second week, in sessions in which we have no speeches or an exam, you will be asked a short question pertaining to the day's reading assignment or lecture. These are pass/fail, and you must be present in order to earn points for answering correctly. Note that these questions account for a significant portion of your grade, and you must be present to earn them. Sometimes the question will occur at the end of class, sometimes at the beginning, and sometimes in the middle of class. There will be 13 reading questions over the course of the semester (with one allowed drop), and can vary from T/F, short answer, or multiple choice. Reading Questions cannot be made up.

Quizzes:
All quizzes will be taken through the course Moodle page. A link to the quiz will be provided during the week in which it is assigned. All quizzes are due by MONDAY at 12AM. No make-up quizzes will be allowed. You will be permitted to drop your lowest quiz score (a drop includes both a missed quiz and low-score quizzes.) Quizzes will not be dropped until final grades. Your midterm grade will not reflect dropped quizzes.

Introductory Speech:
For your first assignment, you will share a narrative (story) about yourself. This story may be humorous or serious, but should include some sort of life lesson that you learned from the experience. This speech will be a way for you to introduce yourself to your classmates, while learning how to tell a story clearly, coherently, and in an entertaining and expressive manner. This speech should be 2-3 minutes long. You will need to turn in an outline the Monday before speeches begin (via Moodle). This assignment also requires you to complete a self-evaluation.

Persuasive Infomercial Group Presentation
For your second assignment, you will work in a group consisting of five students. Your goal will be to create a 10-15 minute persuasive infomercial in which you attempt to persuade the audience to buy a "new" product. Your speech will be graded based on your ability to incorporate two of Aristotle three types of persuasive appeals (logos, pathos, ethos) as well as a reference to one of the categories outlined in Maslow's Hierarchy of Needs. Each group member must have a speaking part in the presentation. Your grade will be an average of my evaluation of the overall presentation (70 pts.), your group members/individual evaluations of your work on the assignment (30 pts.), and the class evaluations of your presentation and your product (15 pts.). Creativity on this project is highly encouraged, and bonus points will be given to the top 3 groups in the class. The purpose of this assignment is for you to learn how to craft and use different types of persuasive
appeals, as well as how to work effectively with a group. Each group will need to turn in an outline of the infomercial on the day of the presentation.

**Exams:**
There will be two tests in this class. Exams will cover the readings from the textbook, in-class lecture notes, and any additional notes posted on Moodle. Exams will be given in the classroom. The final exam is an intensive and cumulative test of multiple choice, short answer, and essay questions which will demonstrate an overall understanding of the basic concepts and key ideas in which this course requires you to master.

**Final Project/Presentation/Paper:**
The final project/paper/presentation will center around a particular social, political, environmental, or personal issue that you feel strongly about. With this project you should “demonstrate an understanding of historical, cultural, and philosophical complexity which supports sophisticated discourse.” You, as the Agent, will construct a Message to convey Meaning to the Audience. Your message will, in some way, reflect your personal value system or a value system present within our culture. Your final project should also reflect your understanding of important key concepts in the three areas of communication. You will be given the option of using a variety of different texts and mediums for this presentation. More specific instructions will be given toward the end of the semester. You will be given time to class to work on the projects, I expect if you need help or have questions to be consulted during that time. **Late projects will receive a 25 point penalty. Late papers will receive a 15 point penalty.**

To accompany this project, all students must write a 3-5 page paper designed to test their ability to demonstrate awareness of, and ability to formulate, rational interpretations of human experiences. In this paper, students must analyze the various communication concepts at work within their respective projects. You must also select one element from your project and defend that choice in light of alternative choices that could have been made. This paper will be evaluated on the quality and thoroughness of the analysis as well as for organization, clarity, and conciseness.

**Research 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 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 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.