

## CMST 1061: Fundamentals of Communication Studies Spring 2016

Section 8 T/Th 9:30-10:20am Coates 218

Section 9 T/Th 12:00-1:20pm Coates 218

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Office Hours: T/TH 10:30-12:00pm

### REQUIRED TEXTS

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

### GENERAL INFORMATION

#### **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](http://www.lsu.edu/cmst)

#### **Important Note on the Syllabus:**

This document contains all the rules and regulations for this class. It is your responsibility to familiarize yourself with its content. Please consult this syllabus for absence policy, 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.

#### **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. 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. 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.

\*\*\*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.

## EXPECTATIONS AND POLICIES

**Social Contract:** As members of a learning community, instructors and students agree to a tacit social contract. That contract ensures that all participants will attend every class meeting, engage one another in an informed, spirited, and respectful manner, and complete all assigned responsibilities on time. Since I will ask you to take personal and academic risks in this class, you and others benefit by preparing for every class, by offering your thoughts, and by entering the classroom space with full energy and attention.

**Active Participation:** Active participation includes contributing to class discussions, offering constructive suggestions or asking thoughtful questions after performances and during workshops, participating fully in group activities and in-class assignments, and bringing requested/appropriate course materials each day

**Attendance and Cell Phone Policy:** You are expected to attend all classes. I will keep roll on Moodle and you will receive points for your attendance and timeliness that ultimately account for 3% of your course grade. You will receive full credit for being on time, half credit for being late, *half credit for using your phone in class*, and your credit will be revoked if you continue to use your phone after a warning (same goes for checking facebook, shopping online, etc.). You can also lose half or full points for a failure to participate in activities. This is a communication intensive course. If you are not in the mood to engage in the class, stay home! I expect your full and energetic participation.

The only absences formally excused are university-sponsored events, with full documentation, preferably before the date of the absence. If you are absent, it is your responsibility to keep up with the assignments in the course. If you arrive late after I have taken roll it is your responsibility to come up to me after class to ensure that I have recorded your presence in class. Not attending class can adversely impact your team, your learning, and your peer evaluations. You cannot get points for in-class challenges if you are absent.

**Email:** I often use email to maintain communication with the class, post workshop and performance dates, and/or send updated class schedules. Please check your email regularly for announcements.

**Know thine honor code:** If you are caught plagiarizing a paper, or cheating on a quiz or exam, it is ground for failing the assignment, and possibly the course. Just don't do it. If you're not sure how to properly cite something, look it up in a style manual or ask a librarian. They are experts and extremely helpful. Consult your student handbook for further guidelines about academic misconduct.

**Late work:**

Late assignments will be penalized 5 points for the first class period late, and 10 points for the second late class period. After 3 late class periods, the assignment will receive a score of '0.'

**Other Missed Assignments and Exams:**

If you miss an in-class activity, individual response paper, or Final 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 Tuesday, 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 Tuesday at 11:59pm, or even right after class. Assignments turned in after class time—even if you forgot to print it out and will email it right after class—will be counted as late.

**Moodle and Questions about Grades:**

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.)

If you have a question about a grade you or your group members received on a particular assignment, please contact me within 1 week of receiving the grade. If you wait several weeks it is unlikely we will clearly remember the details of the comments we made.

## LEARNING STYLES

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*: Team-Based Learning Activities; Communication Challenge Assignments
3. Valuing: learning how to recognize, develop, and reflect on feelings, interests, and values  
*How*: Fishbowls, Critiques, Discussion
4. Human Dimension (Personal and Social): learning about yourself and others  
*How*: Class activities, Critiques
5. Learning How To Learn: encouraging the continuation of learning outside the classroom through self-directed inquiring about a subject  
*How*: Final Communication Paper
6. Integration: understanding the connection between ideas and experiences and how they relate to other realms of life outside the classroom  
*How*: Communication Challenge Assignments, Final Communication Paper

## OVERVIEW OF ASSIGNMENTS

### *Team-Based Learning Activities:*

You will be assigned to a 4-6 member team. You will work with this team throughout the semester completing Team-Based Activities, Communication Challenges, and Mini-Challenges. Your participation within the team will be assessed at midterm and at the end of the semester by your other team members. Teams will be asked to complete many in-class learning activities this semester. These activities will be assigned and completed during regular class time. Once in a while, we will switch teams for these activities.

### *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. The instructor will consider the responses from the student critique session 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 Communication Challenges:***

In addition to the 5 major Communication Challenges, there will be 5 mini-challenges assigned to help you put into practice some of the concept you are reading about in your text.

### ***A Note on Missed Communication Challenges and Mini 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 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. If you miss a Mini-Challenge, you cannot receive the points or bonus points for that assignment. If you have a documented university excused absence, you may complete an alternate assignment for the assignment points only (no bonus points will be awarded).

### ***Peer Evaluations:***

Peer evaluations will be completed twice during the semester – once around midterm and once at the end of the semester. For the first round of peer evaluations, you will be asked to write comments to each of your team members expressing 1) the single most valuable contribution they make to the group, and 2) a way they can alter their behavior to better benefit the group for the remainder of the semester. You will receive points according to the strengths or weaknesses of your comments to your group members. For the second round of peer evaluations, 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 an average score based on the responses of your other teammates.

### ***Fishbowls:***

Fishbowls are a communication protocol which will take the place of quizzes. Each week, six students will be responsible for being “in the fishbowl”—talking in the center of the room within their small group about the week’s readings and coming up with a few questions to get a brief discussion going. We will discuss this protocol in class.

### ***Critiques:***

Critique sessions are an opportunity to hear immediate peer feedback about your group’s communication challenges. A representative from each group will be in each of the five Critique groups. You may not speak about your own group. A timer will make sure each group’s project is discussed equally. Each person will be responsible for offering a few brief thoughts (no more than one minute) on one group’s presentation; then the group will have no more than one minute total to add any additional thoughts before moving on to the next group. Speakers are expected to draw on language from our text to discuss each project. Details about how this is graded will be discussed in class.

### ***Final Communication Paper:***

The final communication paper will ask you to write a 2-3 page paper on a communication concept that we have studied this semester. Further instructions will be posted to Moodle. The paper will be due the last week of the

semester.

## GRADES & POINT VALUES

150 points = Midterm Exam

200 points = Final Exam (cumulative)

200 points = Communication Challenge Assignments (5 @ 40 points each) [5 bonus points to winning teams]

050 points = Communication Mini-challenges 5 @ 10 points each)

50 points = Fishbowl discussion session

50 points - Critique discussion session

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

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

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

170 points = Final Communication Paper

50 points = Attendance and Participation

**Although this class uses a team-based learning approach, the bulk of your is based on your individual work. Group work = 250 pts (approximately 25% of total grade); Individual work = 750 pts (75% of total 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

### *A note on grading:*

“A” means you have excelled in your written work, and have clearly expended special time and energy to make something you well know is impressive. “A” work makes me and your peers say “Wow!”

“B” means you have completed all assignments **and** have gone the extra step beyond. A “B” indicates that you have thoroughly prepared, followed the assignment requirements, and made the audience/reader interested in your work.

“C” means you have successfully accomplished the assignments and are able to construct and deliver a solid performance or written assignment, but have not put in the kind of extra time and energy which distinguishes your work from the average effort.

“D” and “F” indicate you have not met the basic criteria of assignments and/or you have turned in or presented deficient work.

## **RPS: RESEARCH PARTICIPATION REQUIREMENT**

CMST 1061 requires a research participation element. This component of the class is a departmental requirement that is totally out of my hands. You must follow the directions here and complete the requirement for 3% of your course grade. If you have trouble, please ask your peers who have successfully logged into the system.

### **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](mailto:researchadmin@lsu.edu).

## TENTATIVE CLASS SCHEDULE

This schedule is subject to change as we adapt to each other; make sure to check your e-mail regularly and get notes from a friend if you miss class so you will be aware of any changes.

### PART I

- Th 1/14 Intros; Syllabus; What is Communication?
- T 1/19 **Small Group (Professional) Communication** (See reading Assignments on Moodle)
- Th 1/21 **Mini-Challenge #1**; Communication Challenge (CC) #1 assigned
- T 1/26 **Fishbowl 1** and CC1 Workshop
- Th 1/28 **CC #1: DUE / Critique 1**

### PART II

- T 2/2 **Public Discourse** (See reading Assignments on Moodle)
- Th 2/4 **Fishbowl 2** (See reading Assignments on Moodle)
- T 2/9 **No Class: Mardi Gras Holiday**
- Th 9/11 **Mini-Challenge #2**; CC #2 assigned
- T 2/16 Workshop
- Th 2/18 **Communication Challenge #2 / Critique 2**

### PART III

- T 2/23 **Communication in Human Relationships** (See reading Assignments on Moodle);
- Th 2/25 **Fishbowl 3** (See reading Assignments on Moodle);
- T 3/1 **Mini-Challenge #3**; CC #3 assigned
- Th 3/2 Workshop
- T 3/8 **CC #3 due / Critique 3**
- Th 3/10 **Midterm Exam**

### PART IV

- T 3/15 **Visual and Media Communication** (See reading Assignments on Moodle)
- Th 3/17 **Fishbowl 4** (See reading Assignments on Moodle)  
SPRING BREAK
- T 3/29 **Mini-Challenge #4**; CC #4 assigned
- Th 3/31 Workshop
- T 4/5 **Communication Challenge #4 / Critique 4**
- Th 4/7 No class: SSCA Conference

### PART V

- T 4/12 **Art and Culture** (See reading Assignments on Moodle);
- Th 4/14 **Fishbowl 5** (See reading Assignments on Moodle)
- T 4/19 **Mini-Challenge # 5**; CC # 5 assigned
- Th 4/21 Workshop
- T 4/26 Workshop; **Individual Paper due**
- Th 4/28 **CC # 5 / Critique 5**

**Final Exam:**

1061-8 (9:00-10:20):, Tues, May 3, 10:00am-12:00pm

1061-9 (12:00-1:20):, Wed May 4, 12:30pm-2:30pm