

**CMST 1061-13 & 14 : Fundamentals of Communication**  
**Spring 2018**  
**Section 13-T/TH 10:30-11:50 Allen 137**  
**Section 14- T/TH 12:00-1:20 Coates Hall 220**

Instructor: Christopher J. Vincent  
Office: Coates Hall 319  
Office Hours: T/TH 9:30-10:30, 1:30-2:30  
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**REQUIRED TEXT/MATERIALS**

Butcher, Joni. *The 5 Pathways of Communication*. 2<sup>nd</sup> ed. Kendall Hunt, 2017  
\*\*\*Supplemental readings will be posted on Moodle\*\*\*

**COURSE DESCRIPTION/OBJECTIVES**

*CMST 1061 is a General Education Humanities Course designed to familiarize 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 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 Communication, Public Discourse, Communication in Human Relationships, Visual and Mediated Communication, and Communication in Art and Culture.

*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. 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).

## **COURSE POLICIES**

### Attendance/Participation

Your attendance and participation in each class meeting is expected. Your class participation grade will be determined based on in-class discussion, assignment/exercises, and analysis of in-class presentations throughout the semester. Students will be given two unexcused absences before losing points. Attendance on presentation days is required. This is non-negotiable. Failure to attend on these days will result in a 10point deduction from your own grade for each day missed. If you are absent for more than two classes you must provide documentation of an emergency, which kept you from class. In addition, habitual tardiness or leaving class early will count as an absence. If you are participating in a university sanctioned/sponsored activity (forensics, athletics, etc.), it is your responsibility to negotiate your presentation day, and to communicate your absence in a timely manner.

### Group Work

Early in the semester students will be paired into groups. Your success in this class hinges on your ability and willingness to be accountable to learning partners/classmates. Few things can derail this course more than the failure of even one member of the class to fulfill their responsibilities by missing a presentation, etc. It does a disservice to your group, classmates, and professor. Furthermore, if your other group members are able to indicate that you have been incommunicado and I cannot reach you either, I will automatically drop you from the group and you will receive a zero.

### Technology Policies:

Laptops and other similar devices may be used only for the purpose of note taking. All other technology is strictly prohibited during class. Students caught violating this will lose participation points for the day. In case of emergencies requiring cell phone access during the class session, you should notify your instructor before class begins and attempt to sit near the entrance to the classroom.

### Academic Integrity

Don't plagiarize. Any student found to have turned in material not his or her own (either downloaded from the internet or written by another student) in part or in whole will at a minimum receive an F on the assignment, and be reported to the Dean of Students.

The Internet has made plagiarism very easy and very tempting. Hundreds of sites offer papers, research, writing, and editing. The ease with which such material is available over the Internet does not lessen the seriousness of claiming material from the Internet as your own. See the LSU policies on plagiarism here: <http://www.lib.lsu.edu/instruction/plagiarism2.html>

**Your paper would be considered as plagiarized in part or entirely if you do any of the following:**

- Submit a paper that was written by someone other than you.
- Submit a paper in which you use the ideas, metaphors or reasoning style of another, but do not cite that source and/or place that source in your list of references. Simply rewording a sentence does not make work your own.
- Submit a paper in which you “cut and paste” or use the exact words of a source and you do not put the words within quotation marks, use footnotes or in-text citations, and place the source in your list of references.

### Accommodations:

The *Americans with Disabilities Act* and the *Rehabilitations 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 can be arranged.” After you receive the accommodation letters, please meet with me to discuss the provisions of those accommodations.

### Title IX & Sexual Misconduct Policy:

Title IX of the Education Amendments of 1972 is a comprehensive federal law that prohibits discrimination based on the gender of students and employees of educational institutions that receive federal financial assistance.

In accordance with Title IX and other applicable law, Louisiana State University (“LSU”) is committed to providing a learning, working, and living environment that promotes integrity, civility, and mutual respect in an environment free of discrimination on the basis of sex and sexual misconduct which includes sex discrimination, sexual harassment, dating violence, domestic violence, sexual assault, stalking and retaliation. LSU prohibits sex discrimination and sexual misconduct. This policy applies to all persons without regard to sexual orientation, gender identity and/or gender expression.

Sex discrimination and sexual misconduct violate an individual's fundamental rights and personal dignity. LSU considers sex discrimination and sexual misconduct in all of its forms to be serious offenses. This policy has been developed to reaffirm these principles and to provide recourse for individuals whose rights have been violated. This policy establishes a mechanism for determining when rights have been violated in employment, student life, campus support services, LSU programs and/or an academic environment.

#### Grade Appeals:

With any returned graded work, you should wait 24 hours before submitting an appeal of grade. If you feel an error has been made in the grading of an assignment and would like to have the grade reviewed, you should submit a typed statement (1page double spaced) explaining the reason for the review and the original graded assignment to me within seven days of receiving the graded assignment. No grade adjustments will be made after the seven-day period.

#### Late Work:

Major class assignments are to be turned in by the time class starts on the day that they are due. Late work will automatically receive a penalty of 10% for each day it is late. Presentations CANNOT be made up.

Prior arrangements must be made with the instructor if extenuating circumstances prevent you from meeting an important deadline. If you miss work due to a university approved absence, you will be responsible for providing documentation to confirm the excused dates and for coordinating make-up work, making every effort to make arrangements before the absence when possible. In class activities cannot be made up.

#### Standards of Work:

It should be assumed, unless specified otherwise, that all work done outside of class should be typed, double-spaced, and in 12 font print, 1inch margins. and stapled. I will not accept handwritten assignments. All work using citations should be completed in MLA format. If you have questions, please let me know.

#### Moodle/Email:

Please make sure to check both Moodle and your email on a regular basis. Expect periodic updates from me about the class.

#### Extra Credit

Extra credit may be offered at some point in the semester. However, there is no guarantee for extra credit opportunities.

#### Grading

Final grades will be determined based on scores earned in the following assignments. All work must be completed in the semester. Your point total is based on 1000points.

<b>Assignments</b>	<b>Points Possible</b>
Midterm Exam	125
Final Exam	125
Quizzes (5 @ 10points each)	50
Communication Application Projects (2 @ 100)	200
Final Paper	100
Final Project	150
Class Activities/Workbook	120
Participation	100
RPS	30
<b>Total Points Possible</b>	<b>1000</b>

A+ ... 970-1000 points
A ... 930-969 points
A - ... 900-929 points
B + ... 870-899 points
B ... 830-869 points
B - ... 800-829 points
C + ... 770-799 points
C ... 730-769 points
C - ... 700-729 points
D + ... 670-699 points
D ... 630-669 points
D - ... 600-629 points
F ... 0-599 points

### **Assignment Descriptions:**

#### **Exams (250points)**

There will be two exams throughout the course of the semester. The midterm exam will cover everything up until that period. The final exam will cover everything after the midterm. Each exam will be worth 125points.

#### **Quizzes (50points)**

There will be a total of six random quizzes throughout the course of the semester (5 of which will count toward your final grade). The quizzes will cover the weeks reading and are each worth 10points. They will consist of multiple choice and/or short answer.

#### **Communication Application Project (200points total)**

Twice during the semester student groups will do a communication application project that will require students to apply a communication concept from the unit. A more detailed explanation of each project will be available on Moodle.

#### **Final Paper (100 points)**

For the final paper, you will write a 700-900-word short essay that reflects your understanding of the communication concepts from the semester. You will receive a detailed assignment sheet later in the semester.

#### **Final Project (150points)**

The final project in this class is a culmination of your understanding of the communication concepts learned. The assignment will be given during the third week of class, and students will work in groups throughout the course of the semester. Each group will present their finding at the end of the semester through a creative presentation. A detailed explanation of the assignment can be found on Moodle and will be discussed in class.

#### **Activities/Workbook (120 points)**

These assignments will include a compilation of workbook exercises, additional homework assignments, as well as participating in in-class activities such as communication challenges.

### **Research Participation (30points)**

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 by 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 <https://lsuhumanresearch.sona-systems.com/Default.aspx?ReturnUrl=/>. 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 are posted on the homepage of the Department of Communication Studies, <http://www.lsu.edu/cmst>.

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)

### **HAVE YOU DECLARED YOUR MAJOR OR MINOR?**

Business leaders and other professionals recognize the importance of developing communication skills and analysis. Alan Greenspan, for example, stated, “To succeed, you will soon learn, as I did, the importance of a solid foundation in the basics of education – literacy, both verbal and numerical, and communication skills.” We hope this course contributes to your success.

To learn more about communication, you may want to major or minor in the Department of Communication Studies. The program explores how people sustain and change, experience, and makes sense of the world through symbolic action. Students develop conceptual skills to analyze written, oral, and visual messages. Students gain practical experience in such areas such as public speaking, group decision-making, performance, and film. Such skills are elemental to careers in business, government, law, social services, 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.*

*The Department of Communication Studies offers 6 Pathways of Study as guidance for students interested in taking CMST courses. These pathways include lists of courses that can be taken for students interested in the following areas within Communication Studies:*

- *Public Discourse*
- *Art and Culture*
- *Professional Communication*
- *Communication in Human Relationships*
- *Visual and Mediated Communication*
- *Create your Own Pathway*

More information is available at [www.lsu.edu/cmst](http://www.lsu.edu/cmst) or by contacting our undergraduate advisor Mr. Kent Filbel ([kfilli@lsu.edu](mailto:kfilli@lsu.edu)), whose hours are posted at his office, 135 Coates Hall.