

CMST 1311.066 Introduction to Communication Studies

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Office Hours: Wed 8:00-10:30 and by appointment. REACH OUT EARLY AND OFTEN. I will become available.

REQUIRED READINGS: All readings are posted with the week module they are associated with. They are provided to you via a combination of PDFs, and website URLs. You are responsible for accessing the information, so if you are having any trouble, please reach out early and often.

Course Goals and Objectives: Theory and practice related to the dynamics of human communication. An examination of the process of attributing and sharing meaning, and the factors influencing intrapersonal, interpersonal, small group, organizational, rhetoric and public speaking, and mass communication.

Student Learning Outcomes

- Understand, analyze, and practice effective and ethical oral communication in forms and styles appropriate for various situations, purposes and audiences they serve.
- Create and deliver presentations across multiple contexts.
- Apply effective approaches to human relational interaction through interpersonal or group and teamwork interactions in various settings and with diverse others.

Expectations and Course Structure: As an online student, you must be a self-starter and thus have the maturity and motivation to work independently. That means that you need to learn or have already figured out how to use time wisely, be organized, be self-directed, and be willing to use current and new modes of learning and communication. I will use Canvas as a learning tool and present new material in the video lectures that will contribute to the readings you will be expected to also do. If you do not engage with the lectures, activities, and readings, you will not grasp the material in a way that will help you be successful in your assignments for this class or in your future endeavors of public speaking or communication. As this is a college course, and an online course, you are responsible for your own learning. You need to develop some self-discipline and motivation in order to get through the material and learn something. You will also need to be flexible both if there are changes in the syllabus, or if the instructor is not adapting you personally (there are other students they must also help). If you need content help, ask. If

you need tech support, go to the right people that would know those answers (i.e., not the instructor). If you are unsure about due dates, check the syllabus, Canvas, or Revel. You will be expected at this stage in your academic career to check communication frequently, get all assignments in on time, and discuss your concerns and questions with your instructor. You are also expected to have regular access to a computer and wifi, have basic computer skills, be able to navigate the internet, know how to decipher credible and unbiased information, and reach out to appropriate support offices for help as needed.

Course Website: We will be using Canvas for this course. I will upload necessary texts as well as any other course documents that may be of use to you throughout the semester. I will also use Canvas as a communication tool in order to contact you. All assignments must be uploaded into Canvas.

Requirements: As this course is offered in an online setting, there are some basic things you will be required to have access to. For one, a computer with internet capabilities is a must. You are responsible for being available to your team, for completing assignments on time, and for communicating in a timely manner. It is recommended that you use Google Chrome or Mozilla Firefox for Canvas. If you do not have those browsers, you will need to download one or both onto your computer. The majority of this course will allow you to log in and complete modules at your own pace and at times that are convenient to you.

Course Evaluation:	
The final grade will be based on the following criteria:	<u>Maximum</u>
Exam #1	200
Exam #2	200
Exam #3	200
Final Paper	200
Reflection Papers	100
Why Am I Here? (Paper)	50
Communication Theory Paper	50
Total points	1000 points

<p><u>Calculating your grade:</u></p> <p>A \geq 900 points</p> <p>B = 800-899 points C = 700-799 points D = 600-699 points F \leq 599 points</p>	
<p><u>Grade Grievance Policy:</u></p> <p>If you wish to appeal a grade, please follow this procedure:</p>	

- Wait 24 hours before contacting me about a grade unless there was an error in calculation of the grade. I ask that you wait so that you can look back over the assignment or exam and your notes and the textbook, then think about the reasons why you earned the grade.
- I will not entertain conversations in the last week of class or after final grades have been posted about being only a few points away from earning a particular letter grade. As you can see, points have already been rounded up. You will receive the grade that you earn throughout the semester, so please start working hard early

Course Assessment:

Why Am I Here? (Paper): This is a simple paper. In no more than 2 pages, write your professor a thoughtful response to the question, “Why are you taking this class?” Yes, the course is required for all Communication Studies majors and minors. So, why are you seeking a major or minor in this area? What do you hope to learn from, do in, and/or contribute to this class? Be specific with this, and provide any relevant background you might have.

Communication Theory Paper: While this is not a theory course, it will ask you to pick a communication theory, and summarize it. A complete paper should be at least 4 pages long. It should a) introduce the theory, b) explain the main components/variables/concepts under study for that theory, c) trace the history of the theory (who started it, what were their major works, etc.), and d) show from which previous theories your chosen theory came from, and what other work was influenced by that theory going forward.

Reflection Papers (10 Total): For each module, there will be assigned reading, and a reflection paper due about said reading. You will be asked to submit a 1-2 page paper reflecting on the reading. This can be a very open ended reflection, however, some key questions that may be productive include: what is the underlying thesis of the readings? How does it relate to previous reading in the course? In what ways do I agree with the author(s)? In what ways do I disagree

with the author(s)? Are there examples I can think that prove the author(s)' point? That disprove the point?

Exams: These exams will be noncumulative and includes multiple-choice questions, fill in the blank, and true/false questions. All exams are worth 200 points. Concerning the text material, I will cover only a portion of the text in class. Consequently, you will need to read this material on your own and be thoroughly familiar with it. It is your responsibility to connect reading to lecture material. You will want to keep up with chapter reading assignments as they are given each week (see CLASS CALENDAR at the end of this syllabus).

Test format will include a combination of multiple choice, short answer, and essay response items. **The test MUST be completed the day of the exam, not before and not after.** These exams will be timed, you will have 80minutes to complete it.

Final Paper: For each module, there will be assigned reading, and a reflection paper due about said reading. That will count for much of your participation in this class.

Course Policies:

Elasticity Clause: I reserve the right to modify the existing course calendar and assignments. If changes must be made, I will notify students as soon as possible.

Classroom Civility: People and ideas must be treated with respect. Please avoid disruptive behavior that makes it difficult to accomplish our mutual objectives.

Changes to the schedule: Changes may be made at my discretion and if circumstances require. I will do my best to notify you via email, in class, and with a hard copy of the changes. It is I your responsibility to note these changes when announced. Readings must be completed for the day they are assigned on the course schedule. Lectures are intended to complement the readings.

E-mail: E-mail is my preferred form of contact (note the address above). I cannot guarantee a response to e-mails sent to other addresses, including Canvass. You should expect email communication to take 1-2 business days. This is especially true if the debate team is competing nationally some weekend (usually long work weekends, meaning I will not be accessible many weeks from end of business Thursday, to start of business Monday). You should treat our online correspondence with the same respect as any business or legal communication. Be sure to include your course number and first and last name in either the body text or subject of your email (Messages sent through Canvas will already have this information).

Course Communication: You MUST read emails and announcements from me. These will be sent through Canvas. It is your responsibility to keep up to date with how things will be carried out throughout the semester. You not reading emails/announcements from me is NOT an excuse for missed assignments, classes, or so on.

Please also remember standard Internet Etiquette: REMEMBER we are ALL humans and treat each other with the respect you wish to be treated with yourself! Be courteous (do not yell or type in all caps, do not dominate a discussion, do not attack someone). Be human (be patient, ask for clarification, avoid assumptions, forgive mistakes, and apologize for errors). Be a good colleague (Make sure you are following directions, but also be authentic, be collaborative with others. Be aware of your behavior, and how others interpret your communication). Be professional (Proofread your own writing for spelling, grammar, and punctuation. Avoid slang, sarcasm or emotionally charged writing as that is often misunderstood in low cue settings such as text. And offensive language will not be tolerated). Be a responsible citizen (remember, you can't ctrl z once things are published. Respect others' privacy. And do not share others' work without permission). You must also communicate with me. If wifi/internet has gone out. Your computer access has changed. Your childcare situation has been disrupted. If you do not let me know of problems, issues, concerns, I cannot help.

Attendance: Much of the learning will take place through Canvas and self-paced modules, videos, and readings in your online textbook. You are to engage in the activities, discussions, and interactions that take place in this setting.

Assignments: All papers must be typed using Times New Roman in 12-point font, double-spaced, one-inch margins (with no extra spaces between paragraphs), and proper APA style. You must cite ALL bibliographic sources used in your papers (using APA) within text and in a references page. For help with APA style and writing, please do not hesitate to visit the Undergraduate Writing Center on campus or online.

Late Assignments & Make-up Work: There is no such thing as late work, nor is there make-up work for unexcused, missed or failed assignments. I do not give make up exams or quizzes.

Major Course Infractions

- Disrespectful or uncivil conduct of any form, either online or in the
 - While you have the right to your own opinion, inflammatory language, including discriminatory language based on race, appearance, class, ethnicity, gender, dis/ability, sexual orientation, or national origin, is
- Religious diversity must be represented in a respectful
 - Be aware that at no time will I allow you to proselytize your own religious view or bash another's religious
- Academic dishonesty is prohibited in any form

The “Common Knowledge” Clause: Material does not have to be cited if it is common knowledge—that is, knowledge that most American high school graduates already know. (E.g. Humans once painted in caves. Berlin is the capital of Germany. Etc.)

The “Textbook” Clause : Material does not have to be cited if both of these points are true:

1. If the information contained in a student’s work is found in a course textbook or other assigned reading
2. And if that information is presented in such a way that the work is not copying or nearly copying the reading material word–for–word.

For example, if a student's textbook lists the Stone Age as beginning in 3,000 BCE, then a student can simply include this date. But, if a student copied full sentences from the textbook, then that would be plagiarism.

The “10% Rule”: As a general rule, a college assignment is considered an original work only if the vast majority of text is original. Generally, no more than 10% of a work can be someone else’s words, regardless of proper quotes or citation.

Intent: When reviewing a possible case of plagiarism, the student’s intent will not be taken into consideration. In other words, an act of plagiarism is plagiarism whether or not the student claims to have intended plagiarism.

Mistakes & Accidents: The possibility that the student mistakenly or accidentally committed plagiarism will not be taken into consideration. I strongly suggest that you discuss your sources with the Writing Center before turning in work.

Appeal to Ignorance: A student’s claim to ignorance with concern to policy will never be treated as a valid justification of plagiarism.

Collaboration: Students are not permitted to collaborate on an essay, discussion post, quiz, test, or any written assignment. Having someone proofread your work is ok, but that can only entail matters of style, grammar, and spelling.

Disciplinary Action for Plagiarism: Per departmental policy, the first offense of plagiarism will result in a zero for the assignment. Any additional acts of plagiarism will result in an F for the course and possible disciplinary action by the Dean (e.g. expulsion).

University Policies

University Policies: Important Covid-19 Information for Classrooms and Laboratories
Students are required to wear face masks covering their nose and mouth, and follow social

distancing guidelines, at all times in public settings (including classrooms and laboratories), as specified by Procedures for Fall 2020 Return to Normal Operations. The UT Tyler community of Patriots views adoption of these practices consistent with its Honor Code and a sign of good citizenship and respectful care of fellow classmates, faculty, and staff.

Students who are feeling ill or experiencing symptoms such as sneezing, coughing, or a higher than normal temperature will be excused from class and should stay at home and may join the class remotely. Students who have difficulty adhering to the Covid-19 safety policies for health reasons are also encouraged to join the class remotely. Students needing additional accommodations may contact the Office of Student Accessibility and Resources at University Center 3150, or call (903) 566-7079 or email saroffice@uttyler.edu.

Recording of Class Sessions: Class sessions may be recorded by the instructor for use by students enrolled in this course. Recordings that contain personally identifiable information or other information subject to FERPA shall not be shared with individuals not enrolled in this course unless appropriate consent is obtained from all relevant students. Class recordings are reserved only for the use of students enrolled in the course and only for educational purposes. Course recordings should not be shared outside of the course in any form without express permission.

UT Tyler Honor Code:

Every member of the UT Tyler community joins together to embrace: Honor and integrity that will not allow me to lie, cheat, or steal, nor to accept the actions of those who do. Students Rights and Responsibilities To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link: <http://www.uttyler.edu/wellness/rightsresponsibilities.php> (Links to an external site.)

(Links to an external site.)

Campus Carry:

We respect the right and privacy of students 21 and over who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at <http://www.uttyler.edu/about/campus-carry/index.php> (Links to an external site.)

(Links to an external site.)

UT Tyler a Tobacco-Free University:

All forms of tobacco will not be permitted on the UT Tyler main campus, branch campuses, and any property owned by UT Tyler. This applies to all members of the University community,

including students, faculty, staff, University affiliates, contractors, and visitors. Forms of tobacco not permitted include cigarettes, cigars, pipes, water pipes (hookah), bidis, kreteks, electronic cigarettes, smokeless tobacco, snuff, chewing tobacco, and all other tobacco products. There are several cessation programs available to students looking to quit smoking, including counseling, quitlines, and group support. For more information on cessation programs please visit www.uttyler.edu/tobacco-free (Links to an external site.)

(Links to an external site.)

Academic Honesty Policy: Students will adhere to the highest standards of academic honesty. Anyone caught cheating will earn a “0” for that assignment and will be subject to academic and disciplinary action. Plagiarism (the use of written and oral words or ideas of another person, including another student, without the expressed acknowledgment of the speaker’s or writer’s indebtedness to that person) will not be tolerated. This includes the use of papers or other materials previously submitted to instructors in other classes, as well as video and audio recordings. Students caught plagiarizing will fail this class and be subject to academic and disciplinary action. (See next section for University Policy)

- Student Standards of Academic Conduct
 - Disciplinary proceedings may be initiated against any student who engages in scholastic dishonesty, including, but not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts.
 - “Cheating” includes, but is not limited to:
 - copying from another student’s test paper;
 - using, during a test, materials not authorized by the person giving the test;
 - failure to comply with instructions given by the person administering the test;
 - possession during a test of materials which are not authorized by the person giving the test, such as class notes or specifically designed “crib notes”. The presence of textbooks constitutes a violation if they have been specifically prohibited by the person administering the test;
 - using, buying, stealing, transporting, or soliciting in whole or part the contents of an unadministered test, test key, homework solution, or computer program;
 - collaborating with or seeking aid from another student during a test or other assignment without authority;

- discussing the contents of an examination with another student who will take the examination;
- divulging the contents of an examination, for the purpose of preserving questions for use by another, when the instructors has designated that the examination is not to be removed from the examination room or not to be returned or to be kept by the student;
- substituting for another person, or permitting another person to substitute for oneself to take a course, a test, or any course-related assignment;
- paying or offering money or other valuable thing to, or coercing another person to obtain an unadministered test, test key, homework solution, or computer program or information about an unadministered test, test key, home solution or computer program;
- falsifying research data, laboratory reports, and/or other academic work offered for credit;
- taking, keeping, misplacing, or damaging the property of The University of Texas at Tyler, or of another, if the student knows or reasonably should know that an unfair academic advantage would be gained by such conduct; and
- misrepresenting facts, including providing false grades or resumes, for the purpose of obtaining an academic or financial benefit or injuring another student academically or financially.
- “Plagiarism” includes, but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any means another’s work and the submission of it as one’s own academic work offered for credit.
- “Collusion” includes, but is not limited to, the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any section of the rules on scholastic dishonesty.
- All written work that is submitted will be subject to review by plagiarism software.

The U-T Tyler Writing Center provides professional writing tutoring for all students in all disciplines. If you wish to use the Writing Center, you should plan for a minimum of two hour-long tutorials per assignment: the first to provide an initial consultation and drafting plan, and the second to follow up. Be prepared to take an active role in your learning, as you will be asked to discuss your work during your tutorial. While Writing Center tutors are happy to provide constructive criticism and teach effective writing techniques, under no circumstances will they fix, repair, or operate on your paper. Location: CAS ?????. Appointments: 903-565-5995.

Disability/Accessibility Services:

In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University of Texas at Tyler offers accommodations to students with learning, physical and/or psychological disabilities. If you have a disability, including a non-visible diagnosis such as a learning disorder, chronic illness, TBI, PTSD, ADHD, or you have a history of modifications or accommodations in a previous educational environment, you are encouraged to visit <https://hood.accessiblelearning.com/UTTyler> (Links to an external site.)

(Links to an external site.)

and fill out the New Student application.

The Student Accessibility and Resources (SAR) office will contact you when your application has been submitted and an appointment with Cynthia Lowery, Assistant Director of Student Services/ADA Coordinator. For more information, including filling out an application for services, please visit the SAR webpage at <http://www.uttyler.edu/disabilityservices> (Links to an external site.)

(Links to an external site.)

, the SAR office located in the University Center, #3150 or call 903.566.7079.

Grade Replacement/Forgiveness and Census Date Policies:

Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. (For Fall, the Census Date is Jan 25th, 2021.) Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.edu/registrar>. Each semester's Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar.

Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.

The Census Date (Jan 25th, 2021) is the deadline for many forms and enrollment actions of which students need to be aware. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)

- Schedule adjustments (section changes, adding a new class, dropping without a “W” grade)
- Being reinstated or re-enrolled in classes after being dropped for non-payment
- Completing the process for tuition exemptions or waivers through Financial Aid

State-Mandated Course Drop Policy:

Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date).

Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

Student Absence due to Religious Observance:

Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.

Student Absence for University-Sponsored Events and Activities:

If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time, the instructor will set a date and time when make-up assignments will be completed.

Social Security and FERPA Statement:

It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

UT Tyler Resources for Students:

- UT Tyler Writing Center (903.565.5995), writingcenter@uttyler.edu
- UT Tyler Tutoring Center (903.565.5964), tutoring@uttyler.edu
- The Mathematics Learning Center, RBN 4021, this is the open access computer lab for math students, with tutors on duty to assist students who are enrolled in early-career courses.

- UT Tyler Counseling Center (903.566.7254)

Tentative Schedule of Topics, Assignments, & Readings

WEEK	Due Date	TOPIC/ASSIGNMENT	ASSIGNMENTS
1	Sunday, January 17th (11:59 CSTD)	Topic: Intro to Course Read: Foulger (2004)	Module 1 - Reflection Paper
2	Sunday, January 24th (11:59 CSTD)	Topic: A Transmission Model: Culture and Ideology Read: Hall, Stuart. "Encoding/Decoding."	Module 2 Reflection Paper Why Am I Here Paper DUE
3	Sunday, January 31st (11:59 CSTD)	Topic: Selling, Persuading Topic: Third Person Effect Read: King, Samantha. "A Dream Cause: Breast Cancer, Corporate Philanthropy and the Market for Generosity." And Davison, W. Phillips. "The Third Person Effect in Communication."	Module 3 Reflection Paper

4	Sunday, February 7th (11:59 CSTD)	<p>Topic: Ideology</p> <p>Read: Schudson, Michael. "Advertising as Capitalist Realism."</p> <p>And</p> <p>Žižek, Slavoj. "Cynicism as a Form of Ideology."</p>	Module 4 Reflection Paper
5	Sunday, February 14th (11:59 CSTD)	Exam #1	Exam #1
6	Sunday, February 21st (11:59 CSTD)	<p>Topic: Transmission vs. Ritual</p> <p>Read: Carey, James. "A Cultural Approach to Communication."</p>	Module 6 Reflection Paper
7	Sunday, February 28th (11:59 CSTD)	<p>Topic: Sensation and Saturation Argument</p> <p>Read: Marvin, Carolyn. "Communication as Embodiment."</p> <p>And</p> <p>Gitlin, Todd. "Historical Origins of the Torrent,</p>	Module 7 Reflection Paper
8	Sunday, March 7th (11:59 CSTD)	<p>Topic: Who Are You Online?</p> <p>Read: boyd, danah. "Friends, Friendster and the Top Eight: Writing Community into Being on Social Network Sites."</p> <p>And</p> <p>Banet-Weiser, Sarah. "Branding the Post-Feminist Self: Girls' Video Production and YouTube."</p>	Module 8 Reflection Paper

9		March 8 – 13 SPRING BREAK	
10	Sunday, March 21st (11:59 CSTD)	Exam #2	Exam #2
11	Sunday, March 28th (11:59 CSTD)	<p>Topic: Fashion Theory</p> <p>Read: Kamamura, Yuniya. “Adoption and Consumption of Fashion.</p> <p>And</p> <p>Polhemus, Ted. “Trickle Down, Bubble Up.</p>	Module 11 Reflection Paper
12	Sunday, April 4th (11:59 CSTD)	<p>Topic: Understanding Technology, and McLuhan</p> <p>Read: Latour, Bruno (as “Jim Johnson”). "Mixing Humans and Nonhumans Together: The Sociology of a Door-Closer."</p> <p>And</p> <p>McLuhan (1979)</p>	Module 12 Reflection Paper
13	Sunday, April 11th (11:59 CSTD)	<p>Topic: Marketing, Branding, Identity and Ownership</p> <p>Read: Jenkins, Henry. “Buying Into American Idol: How We Are Being Sold on Reality TV.”</p> <p>And</p> <p>Vaidhyathan, Siva. “Introduction.” In Copyrights and Copywrongs: The Rise of Intellectual Property and How It Threatens Creativity</p> <p>And</p> <p>Klein, Naomi. “New Branded World” and “Alt.Everything: The Youth Market and the Marketing of Cool.</p>	Module 13 Reflection Paper
14	Sunday, April 18th (11:59 CSTD)	Exam #3	Exam #3

15	Sunday, April 25th (11:59 CSTD)	Final Paper Workshops	
FINAL PAPER		Completed by 4/29 11:59 CSTD	FINAL PAPER