

CMST 4320: Communication Theories
The University of Texas at Tyler

Instructor: Dr. Jaclyn S. Marsh (Dr. J)
Office Hours: 1-2pm T/Th and by appointment
Email: jmarsh@uttyler.edu
Prerequisite: CMST 2310 and junior standing

Course Description

This course is a survey of the major theories/methodologies of communication and their application to the analysis of discourse. This course presents a historic range of theories of communication, including interpretive, critical, rhetorical, and scientific.

Learning Outcomes

1. Understand the nature and development of theoretical inquiry in explaining human experience
2. Gain a better understanding of the communication process by exploring a variety of theories based on intrapersonal, interpersonal, intercultural, small group, organizational, rhetorical, public, and mediated contexts
3. Learn how to properly critique communication theories
4. Engage with theories and concepts to analyze and understand interactions, messages, ideas, arguments, and points of view
5. Develop an in-depth comprehension of a specific theory by researching, writing, and presenting a cohesive, well-justified, well-written critical analysis of a relevant communication event or issue of student choice.

Course Book

Floyd, K., Schrodt, P., Erbert, L. A., & Trethewey, A. (2017). *Exploring communication theory: Making sense of us*. New York, NY: Routledge.

Assignment Evaluation

The final grade will be based on the following criteria:	<u>Maximum</u>
Self-Introduction Exercise	20
Theory Journals (2 journals @30 points apiece)	60
Midterm	75
Paper proposal	30
Paper workshop/meeting with me via zoom	15
Theory Presentations	50
Final Paper Proposal	100
Participation in discussion posts (10 @5 points apiece)	50
Total: 400	

Point Break Down

360-400 = A
320-359 = B
280-319 = C
240-279 = D
239- ↓ = F

Grades: Standard Grading Scale

90% - 100%	=	A
80% - 89%	=	B
70% - 79%	=	C
60% - 69%	=	D
59% - ↓	=	F

Assignment Descriptions

Self-Introduction Exercise (20 points): Each student will be responsible for participating in both posting and commenting on the self-introduction exercise by other students on Canvas.

Theory Journals (60 points): You will choose a theory in a given chapter and explain that communication theory (redefined in your own words) to real life situations. You can also relate the concepts to a current event. The 1st journal will be from one of the following Chapters 4-8 and the 2nd journal will be from Chapters 9-14. Each journal should be roughly 2-3 double spaced/typed pages. These journals will provide a chance to process through the concepts we are learning. No late journals will be accepted. Two journals @30 points, 60 total. See the assignment sheet and grading rubrics on Canvas for specific instructions.

Midterm Exam (75 points): This will be an exam of multiple choice, fill in the blank, etc. over the first eight chapters.

Paper proposal (30 points): Submit a paper proposal for your final paper that identifies the theory you plan to use, the communication artifact/situation you plan to apply it to, how you will apply it (basic methods discussion), and your initial reference list. Obviously, this can change over the course of the semester, but I like to start early and give you opportunity to work on your paper in class. See the assignment sheet and grading rubrics on Canvas for specific instructions.

Theory Presentations (50 points): This is a **group assignment**, and you will sign up for the specific theory in **Week 2**. The theories will be presented in Weeks 6, 12 & 13. You will be responsible for taking a proactive part in teaching the theory you choose. Your emphasis should be on creating understanding beyond what is covered in the text. Your presentation will be evaluated on the basis of clarity and accuracy of ideas presented, adaptation to classmates' interest and level of knowledge, and presentational qualities. Your responsibilities might include explaining concepts you've uncovered in your research and/or providing examples that create understanding. You may wish to find real-life practical applications of the theory and/or devise some type of activity aimed at illustrating some part of the theory.

Paper workshop (15 points): During the 11th week of class, students will be required to participate in a 5-20 minute meeting with me via phone, Zoom, or Skype/FaceTime to discuss their progress on their individual final paper project. Participation in the meeting (including evidence one is prepared for the meeting by having read & revised the paper proposal based on instructor feedback) will be counted towards this score.

Final Paper Proposal (100): The final paper is a significant, in-depth application of a theory to a communication event or artifact of your choice (minimum 10 pages). The paper will include an in-depth explanation of the theory, a literature review, and application of the theory to a communication event. [Note: You will want to save your completed paper to help prepare your portfolio for graduation.] You must turn in the final project to complete the course. See the assignment sheet and grading rubrics on Canvas for specific instructions.

Participation (50 points): The nature of this course and the way I have structured it necessitates active involvement from all members of the class in the discussion of course content, theory presentations, activities, etc. I expect everyone to contribute, whether it is in the form of questions, comments, personal insights, observations or experiences, answers to questions, or in being an attentive audience member when watching Zoom presentation/commenting on the discussion posts. Your participation grade will depend on several things: your presence (meaning you “showed up” for the posts not just did a quick reply), your contributions as previously mentioned, and your attitude toward the course. Do your best-I know this is a crazy time. Each Discussion post is graded so you will know where you stand throughout this course.

Course Policies

Participation: Throughout the semester, you will be asked to partake in discussion and contribute to class. Please be ready, having read the course materials for that class period, with your own thoughts, questions, or insight. This type of participation is key in a small class like this; different point of views will also allow the class to understand the material better.

Attendance: Attendance is necessary in this class. However, you will be given THREE (3) “FREE” days to miss with no penalty for your absence(s). For each and every absence thereafter, 4 points will be deducted from your course point total. Eight (8) total absences earn an automatic "F." For every speech day you miss, 5 additional points will be deducted. Arriving to class late or leaving class early is inconsistent with an efficient and productive class session. Students who consistently (i.e., more than twice) fail to arrive by the time designated and/or who leave class before the end of the period will receive an absence. Finally, an attendance sheet distributed at the beginning of class will record your attendance. If you do not sign in, you will be considered absent for that day. **You are responsible for signing your name on this sheet. At the end of the semester all questions concerning your attendance will be answered by recourse to this sheet.**

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.

Plagiarism

Academic Honesty: The core values of The University of Texas at Tyler are integrity, optimism, curiosity, accountability, leadership, initiative, and development. Each member of the university is expected to uphold these values.

All students must adhere to the UT- Tyler Honor Code (“Honor and integrity that will not allow me to lie, cheat, or steal, nor accept the actions of those who do”). Furthermore, students must complete their work with academic integrity outlined at <http://www.uttyler.edu/judicialaffairs/scholasticdishonesty.php>. All students are expected to maintain absolute honesty and integrity in academic work undertaken at The University. Lack of knowledge of the academic honesty policy is not a reasonable explanation for a violation. Questions related to course assignments and the academic honesty policy should be directed to the instructor. Cases of suspected academic dishonesty will be pursued to the fullest extent allowed by University policies and procedures. Adding another student’s name to an attendance roster when he or she is not in class is academic dishonesty.

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.

- i. “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.
- ii. “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.
 - iii. “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.
 - iv. All written work that is submitted will be subject to review by SafeAssign™, available on Canvas

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

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.

Student 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://www2.uttyler.edu/wellness/rightsresponsibilities.php>

Classroom Diversity: It is my desire to create a stimulating work environment that challenges each student in this class to perform at top levels. In order for our learning community to succeed, each member must treat others that way that they would like to be treated. I expect students to respect the opinions and ideas of each individual. As an instructor, I am committed to providing an atmosphere of learning that is representative of a variety of diverse perspectives, including race, religion, gender, nationality, age, sexual orientation and physical abilities. In this class, you will have the opportunity to express and experience cultural diversity as we discuss diversity issues as they pertain to the classroom environment and the course materials.

Tobacco-Free: All forms of tobacco will not be permitted on the UT Tyler campus or in my classroom or office. This applies to all members of the University community, including students, faculty, staff, affiliates, contractors, and visitors. This includes cigarettes, pipes, cigars, water pipes, e-cigarettes, smokeless tobacco, snuff, and all other tobacco products.

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>

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.

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 Spring, the Census Date is Jan. 27th) 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 (Sept. 9th) 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

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 Tyler at Texas offers accommodations to students with learning, physical and/or psychological disabilities. If you have a disability, including non-visible a 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> 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 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>, the SAR office located in the University Center, # 3150 or call 903.566.7079.

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.

Emergency Exits and Evacuation: Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.

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)

Course Calendar*

Week	Reading	Assignment	Due Dates
1	Getting to know how I set up our Canvas Shell	Self-Introduction Exercise	Sun. Jan. 17 th by 11:59pm CST
2	Chapter 1: Making Sense of Communication Chapter 2: Conceptualizing Communication Theory	Respond to discussion post	Sun. Jan. 24 th by 11:59pm CST
3	Chapter 3: Communication Theory and Research	Respond to discussion post	Sun. Jan. 31 st by 11:59pm CST
4	Chapter 4: Signs, Symbols, and Semantics	Theory Journal #1 Due	Sun. Feb. 7 th by 11:59pm CST
5	Chapter 5: Organizing and Sending Messages	Theory Journal #1 Due Respond to discussion post	Sun. Feb. 14 th by 11:59pm CST
6	Chapter 6: Explaining and Understanding Human Behavior Chapter 7: Discourse and Change	Theory Journal #1 Due Theory Presentations Respond to Theory Presentations discussion post	Sun. Feb. 21 st by 11:59pm CST
7	Chapter 8: Communication in Developing Relationships	Paper Proposal Due Respond to discussion post about paper proposal Theory Journal #1 Due	Sun. Feb. 28 th by 11:59pm CST
8	Chapter 9: Communication in Sustaining Relationships	Midterm Theory Journal #1 Due	Sun. March 7 th by 11:59pm CST
9	SPRING BREAK		
10	Chapter 10: Processes of Persuasion	Theory Journal #2 Due	Sun. March 21 st by 11:59pm CST

11	Chapter 11: Communication in Organizations	<p style="text-align: center;">Paper workshop Respond to discussion post about paper progression</p> <p style="text-align: center;">Theory Journal #2 Due</p>	Sun. March 28 th by 11:59pm CST
12	Chapter 12: Theories of Group and Family Communication	<p style="text-align: center;">Theory Journal #2 Due</p> <p style="text-align: center;">Theory Presentations Respond to Theory Presentations discussion post</p>	Sun. April 4 th by 11:59pm CST
13	Chapter 13: Theories of health Communication	<p style="text-align: center;">Theory Journal #2 Due Theory Presentations Respond to Theory Presentations discussion post</p>	Sun. April 11 th by 11:59pm CST
14	Chapter 14: Technology and Media Processing	<p style="text-align: center;">Theory Journal #2 Due Respond to discussion post</p>	Sun. April 18 th by 11:59pm CST
15	Chapter 15: Theories of Communication, Culture, and Critique		Sun. April 25 th by 11:59pm CST
16	Finals Week	<p style="text-align: center;">Final Proposal Due Respond to discussion post related to your final proposal</p>	Wed. April 28 th by 11:59pm CST

*Subject to change