

SPCM 4320 Communication Theory & COMM 5308 Seminar in Communication Theory – Spring 2018

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Office Hours: Monday and Wednesday 10:00AM-11:00AM
Thursday 5:00PM-6:00PM
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Course Description

Interdisciplinary overview of communication theories from the perspective of the anthropologist, sociologist, educator, psychiatrist, philosopher, and scientist, including theoretical models, symbolic transformation, and attitude formation change.

Student Learning Outcomes

Upon successful completion of this courses, undergraduate students will:

1. Understand multiple theoretical perspectives and diverse intellectual underpinnings in communication as reflected in its philosophy and/or history.
2. Utilize critical thinking to apply communication theory in the writing context.
3. Synthesize and make connections between and among communication theories.

Upon successful completion of this course, graduate students will:

1. Be able to explain communication from a variety of communication theoretical perspectives.
2. Utilize critical thinking to apply applicable communication theory in the research writing context.
3. Hone skills toward research writing and publication through knowledge and correct application of communication theory.

Required text:

Pearce, W. B. (2007). *Making social worlds: A communication perspective*. Malden, MA: Blackwell.

Reading packet: for purchase from the campus bookstore.

Recommended text:

Electronic resources – attached below

Grading:

Regular participation in class meetings and discussions is required. Active attendance is the means by which students will come to master course content and to contribute to the learning community which will form this semester.

The primary method of evaluation for students will be written essays, reviews, and analytic papers. The goal of the class for all students to gain a fresh appreciation of the communication perspective and an understanding about how theory informs not only the answers we find in scholarly inquiry but also, more basically, the questions we ask.

For *undergraduate* students, grades will be assigned in the following manner:

Class participation and attendance	05%
Short paper # 1 – What is theory? What is Communication? (2-3 pages)	10%
Short paper # 2 – Crisis? What crisis? (2-3 pages)	15%
Short essay # 3 – Responding to Cronen (1999) (3-5 pages)	20%
Group Presentation – On Craig's (1999) <i>Traditions</i>	20%
Term paper – Praxis: Why Theory Matters to Communication Study (8-12 pages)	30%

For *graduate* students, grades will be assigned in the following manner:

Class participation and attendance	05%
Short paper # 1 – What is theory? What is Communication? (3-5 pages)	10%
Short paper # 2 – Crisis? What crisis? (3-5 pages)	15%
Short essay # 3 – Responding to Cronen (1999) (5-8 pages)	20%
Individual Presentation – On Craig's (1999) <i>Traditions</i>	20%
Term paper – Praxis: Reviewing literature, asking a Communication research question, and proposing a means to answer it (20-25 pages)	30%

Assignment briefs, including detailed rubrics used to grade them, will be provided well in advance of each assignment due date.

Electronic Resources:

- Boromisza-Habashi, D. (2013), Which Way Is Forward in Communication Theorizing? An Interview With Robert T. Craig. *Communication Theory*, V 23 (4), 417–432. <http://doi:10.1111/comt.12025>
- Fitch, K. L. (2003), Cultural Persuadables. *Communication Theory*, V13 (1), 100–123. <http://dx.doi.org/10.1111/j.1468-2885.2003.tb00284.x>
- Gross, L. (2012), Fastening Our Seatbelts: Turning Crisis Into Opportunity. *Journal of Communication*, V 62 (6), 919–931. <http://doi:10.1111/j.1460-2466.2012.01679.x>
- Hanitzsch, T. (2013), Writing for Communication Theory. *Communication Theory*, V23 (1), 1–9. <http://doi:10.1111/comt.12004>
- Lang, A. (2013), Discipline in crisis? The shifting paradigm of mass communication research. *Communication Theory*, 23: 10–24. <http://dx.doi.org/10.1111/comt.12000>

- Merolla, A. J. (2010). Relational maintenance and noncopresence reconsidered: conceptualizing geographic separation in close relationships. *Communication Theory*, Volume 20 (2), 169-193. <http://dx.doi.org/10.1111/j.1468-2885.2010.01359.x>
- Noy, C. (2008). Mediation Materialized: The semiotics of a visitor book at an Israeli commemoration site. *Critical Studies in Media Communication* V23 (2), June, pp175-195. <https://doi.org/10.1080/15295030802032283>
- Philipsen, G. (2010). Some thoughts on how to approach finding one's feet in unfamiliar cultural terrain. *Communication Monographs*, Vol 77, No. 2, 160-168. <https://doi.org/10.1080/03637751003758243>
- Schegloff, E. A. (1997). Whose text? Whose context? *Discourse & Society*, 8 (2): 165-187. <https://doi.org/10.1177/0957926597008002002>
- Sigman, S.J. (1992). Do social approaches to interpersonal communication constitute a contribution to communication theory? *Communication Theory*, Vol 2 (4), pp.347-356. <http://dx.doi.org/10.1111/j.1468-2885.1992.tb00050.x>
- Sigman, S. J. (1991). Handling the discontinuous aspects of continuous social relationships: Toward research on the persistence of social forms. *Communication Theory*, vol. 1, no. 2, 106–127. <http://dx.doi.org/10.1111/j.1468-2885.1991.tb00008.x>
- Sigman, S.J. (1984). Communication ethnography and communication theory – some technical notes. *Papers in Linguistics*, Vol 17, No. 1, 33-42. <https://doi.org/10.1080/08351818409389192>
- Taylor, J. R. (2001). The “rational” organization reconsidered: An exploration of some of the organizational implications of self-organizing. *Communication Theory*, Vol 11 (2), pp. 137–177. <http://dx.doi.org/10.1111/j.1468-2885.2001.tb00237.x>
- Thomas, S. (1980). Some problems of the paradigm in communication theory. *Philosophy of the Social Sciences*, 10(4), 427-444. <https://doi.org/10.1177/004839318001000405>
- Weick, K. E. & Roberts. K. H. (1993) Collective mind in organizations: Heedful interrelating on flight decks. *Administrative Science Quarterly*. Vol. 38, No. 3 pp. 357-381. <http://www.jstor.org/stable/2393372>

Assignment Policy:

- Unless otherwise specified, assignments are due at the start of class.
- Please MS Word to compose and submit all of your written materials.
- Assignments and due dates may change at the instructor's discretion with fair notice.
- Students must complete all assignments to pass the course. This does not mean, however, that merely completing all assignments guarantees a passing grade.
- All assignments must include student name, date, assignment name, course name and word count.
- No late assignments will be accepted.

Classroom Courtesies:

- Please limit your use of cellphone, tablet, laptop or other device use during class unless the assignment specifically calls for the use. If you have child, elder, or other care responsibilities and need to answer an incoming call, please step outside of the classroom to conduct this. You are welcome to return to class immediately upon completion of your call.

- Please do not eat in the classroom. Water, or other appropriate liquids stored in a bottle or container with a spill-resistant lid is allowed.

Access to Technology:

- My email policy: on weekdays, I will do my best to answer your questions in 24 hours. On weekends, I will do my best to answer your questions in 48 hours.

Academic Honesty:

- Practice academic integrity and accept responsibility for your actions.
- Academic misconduct includes, but is not limited to, cheating, unattributed use of others' work (including test and paper "banks"), disruption of class, and discourtesy to, or harassment of, other students or your instructor.
- Anyone caught cheating will earn a "0" for that assignment and will be subject to academic and disciplinary action.

PLAGIARISM WILL NOT BE TOLERATED. This 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.

Students caught plagiarizing will fail the assignment, may fail this class and will be subject to academic and disciplinary action.

A Tobacco-Free University:

No forms of tobacco are permitted on UT Tyler property. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors and visitors.

There are several cessation programs available to students who need to quit smoking, including counseling, quit lines and group support. For more information, please visit www.uttyler.edu/tobacco-free.

Student Services:

- Crisis Hotline (24/7) 903-566-7254
- Counseling Center 903-566-7254
- Center for Students in Recovery 903-566-7406

University Policies

A. UT Tyler Honor Code:

1. 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>

B. Campus Carry:

1. 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>

C. UT Tyler a Tobacco-Free University:

1. 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.

D. 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)

E. Student Standards of Academic Conduct

1. 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.

a) "Cheating" includes, but is not limited to:

(1) copying from another student's test paper;

(2) using, during a test, materials not authorized by the person giving the test;

(3) failure to comply with instructions given by the person administering the test;

(4) 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;

(5) using, buying, stealing, transporting, or soliciting in whole or part the contents of an unadministered test, test key, homework solution, or computer program;

(6) collaborating with or seeking aid from another student during a test or other assignment without authority;

(7) discussing the contents of an examination with another student who will take the examination;

(8) divulging the contents of an examination, for the purpose of preserving questions for use by another, when the instructor 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;

(9) substituting for another person, or permitting another person to substitute for oneself to take a course, a test, or any course-related assignment;

(10) 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;

(11) falsifying research data, laboratory reports, and/or other academic work offered for credit;

(12) 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

(13) 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.

b) "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.

c) "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.

d) All written work that is submitted will be subject to review by plagiarism software.

F. 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: BUS 202. Appointments: 903-565-5995.

G. Disability/Accessibility Services:

1. 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> and fill out the New Student application.

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

H. Grade Replacement/Forgiveness and Census Date Policies:

1. 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 Sept. 11.) 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.

2. 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.

3. The Census Date (January 29th) is the deadline for many forms and enrollment actions of which students need to be aware. These include:

- a) Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- b) Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
- c) Schedule adjustments (section changes, adding a new class, dropping without a "W" grade)
- d) Being reinstated or re-enrolled in classes after being dropped for nonpayment
- e) Completing the process for tuition exemptions or waivers through Financial Aid

I. State-Mandated Course Drop Policy:

1. 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).

2. 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.

J. Student Absence due to Religious Observance:

1. 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.

K. Student Absence for University-Sponsored Events and Activities:

1. 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.

L. Social Security and FERPA Statement:

1. 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.

M. Emergency Exits and Evacuation:

1. 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.

N. UT Tyler Resources for Students:

1. UT Tyler Writing Center (903.565.5995), writingcenter@uttyler.edu
2. UT Tyler Tutoring Center (903.565.5964), tutoring@uttyler.edu
3. 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.
4. UT Tyler Counseling Center (903.566.7254)

Syllabus subject to revision. Revised: 01/13/2018

READING PACKET CONTENTS (available for purchase at the campus bookstore):

- Bateson, G. (1978). *About Bateson: Essays on Gregory Bateson*. London: Wildwood House.
- Beavin-Bavelas, J. (1995). Quantitative versus Qualitative? In *Social approaches to communication*. Ed. Leeds-Hurwitz, W. New York, NY: Guilford.
- Birdwhistell, R., Brockman, J., Bateson, M. C., & Bateson, G. (1978). *About Bateson: Essays on Gregory Bateson*. London: Wildwood House.
- Craig, R. T. (1999). Communication theory as a field. *Communication Theory*, 9(2), 119-161.
- Cronen, V.E. (2009). Social construction without dualism: Repairing the ruptures and making connections. In Galanes G.J. and Leeds-Hurwitz, W. *Socially Constructing Communication*. Cresskill, NJ: Hampton Press.
- Cronen, V. E. (1998). Communication Theory for the twenty-first century: Cleaning up the wreckage of the psychology project. In Judith Trent (Ed.) *Communication: Views from the helm for the 21st century* (pp. 18-38). Needham Heights, MA: Allyn & Bacon.
- Goffman, E. (1983). The interaction order. *American Sociological Review* 48 (1983), pp. 1-17.
- Leeds-Hurwitz, W. (2009). Social construction: Moving from theory to research (and back again) In G. Galanes & W. Leeds-Hurwitz (Eds.), *Socially constructing communication* (pp. 99-134). Cresskill, NJ: Hampton Press.
- Littlejohn, S. W. & Foss, K. A. (2008). *Theories of human communication* (9th Edition). Belmont, CA: Thomson Wadsworth.
- Luhmann, N. (1992). What is communication? *Communication Theory*, Vol. 2, p251-259
- Pearce, W.B. (2004). *Using CMM: The Coordinated Management of Meaning*. Woodside, CA: Pearce Associates.

Penman, R. (2012). On taking communication seriously: *Australian Journal of Communication*.
Volume 39 (3), pp 41-63.

Penman, R. (2000). *Reconstructing communicating: Looking to a future*. Mahwah, N.J:
Lawrence Erlbaum Associates.

Sigman, S. J. (2008). A matter of time: The Case for Ethnographies of Communication. In Judith
S. Trent (ed.), *Communication: Views from the Helm for the 21st Century*. Boston: Allyn &
Bacon, pp. 354–358.

Sigman, S.J. (1987). *A perspective on social communication*. Boston, MA: Lexington Books.

Sigman, S. J. (1995b). Question: evidence of what? Answer: Communication. *Western Journal of
Communication*, Vol 59 (1), pp. 79-84

SPCM 4320/COMM 5308
Communication Theory
Paterno – Spring 2018

Academic Calendar*

DATE	TOPIC	ACTIVITY
JAN 18	Introduction	Lecture
JAN 25	The Basics of Theory	Littlejohn and Foss (2008) Luhmann (1992) Paterno (2016) Pearce (2007) Preface, Chapter 1
FEB 1	Taking Communication Seriously	Pearce (2007), Chapters 2 & 3 Penman (2012, 2000) Sigman (1995)
FEB 8	The Seven Traditions	Craig (2009) Pearce (2007), Chapter 4 & 5
FEB 15	Ongoing Problems in our Paradigm	Cronen (1998, 2009) Leeds-Hurwitz (2009) Thomas (1980) Short Paper 1
FEB 22	Conceiving Communication in a New Light	Pearce (2007), Chapter 6-8
MAR 1	Attacking the Problems head-on!	Sigman (1987) Merolla (2010)
MAR 8	The crisis...	Gross (2012) Lang (2013) Schegloff (1997)
MAR 15	SPRING BREAK	
MAR 22	Where is the Communication here?	Sigman (1992) Pearce (2007) Chapter 9 Short Paper 2
MAR 29	On culture...	Goffman (1983) Fitch (2003) Philipsen (2010)

APR 5	On Organizations...	Taylor (2001) Weick and Roberts (1993) Short Paper 3
APR 12	On Media...	Noy (2008) TBD
APR 19	On Methods...	Beavin-Bevelas (1995) Birdwhistell (1978) Pearce (2004) Sigman (1984, 1991, 2008)
APR 26	Where have we been? Where are we heading?	Boromisza-Habashi (2013) Hanitzsch (2013) Closing Remarks
MAY 1-5	FINAL EXAMINATION PERIOD**	

*Subject to revision. Students will receive advanced notice of any changes to dates or activities.

**Term papers are due during this time. Specific date TBD.

Revised: 01/14/2018- D. Paterno