

COMM 200: Communication Foundations
Fall 2014
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TEXTBOOK (it's actually an App/Web-based product):

Thompson, B., Payne, H. J., Jerome, A., Mize-Smith, J., Ishii, K., & Chai, S. (2013).
Communication theory App. Copyright Western Kentucky University.

COURSE OBJECTIVES:

This course serves as a survey of the communication discipline. It allows students to understand the breadth and depth of discipline as well as the theoretical frameworks that guide communication research in a variety of areas. It also serves to teach students how to use their knowledge of communication theory to analyze and interpret a variety of communication phenomena. Further, it teaches students how to read academic scholarship and write for the discipline.

Students will:

- Gain a clear understanding of the communication discipline, including its various definitions and paradigms.
- Understand the history and development of communication theory.
- Be able to discuss the main components of communication theories.
- Familiarize themselves with some of the most practical communication theories.
- Be able to apply theoretical principles to “real world” situations, interactions, and messages.
- Understand the communication process and human relational interaction in increasingly complex and diverse environments.
- Understand multiple theoretical and philosophical perspectives of communication as reflected in its history.
- Understand the role of ethics in communication.
- Demonstrate competency in analyzing definitions of communication.
- Demonstrate competency in analyzing and interpreting mediated communication (i.e., CMC, organizations, mass media, politics etc.).
- Demonstrate competency in analyzing and interpreting the role of communication within organizations.
- Demonstrate competency in adapting communication across contexts and diverse communities.
- Use library databases to collect academic scholarship.
- Be able to understand, analyze, and summarize the contents of academic scholarship in the communication discipline.
- Write and edit an academic literature review in a format consistent with the communication discipline.
- Learn proper APA source citation techniques and paper formatting.

COURSE REQUIREMENTS:

1. **In-Class and In-App Activities (13 @ 5 points each):** You will complete 9 In-App Activities before specific class periods begin and 4 during specific class periods.

2. **Application papers (3 @ 30 points).** During the course of the semester, the professor will pose application topics/questions. For each application, students must provide a thoughtful, typed, double-spaced, 1 ½-2 page paper on the topic/question posed. In some instances, more than one topic will be offered, allowing each student to pick the topic/question that most significantly resonates with his/her own experiences/thoughts.
3. **Exams (3 @ 75 points).** The make-up of each course exam will be discussed in class. Each will include some combination of True/False, Multiple Choice, Matching, and Short Answer questions.
4. **Comprehensive Writing Project (175 points).** Each student will select a communication context, concept, or theory that they are interested in studying further throughout the course of the semester. There are THREE parts to this project:

Research Report (25 points):

In one-two paragraphs, state what your topic is, why you selected your topic, and explain why the study of your topic is important from a communication perspective. Make an argument! This argument should incorporate at least one **ACADEMIC SOURCE** (complete with appropriate APA citation). In addition, you will provide an APA-formatted reference list which is to include at least 10 potential **ACADEMIC SOURCES** you could use in an academic literature review. This process will allow your professors to suggest other sources which may be relevant to your paper.

Abbreviated Literature Review (50 points, 2-3 pages):

Using your knowledge of literature review writing learned in class, you will begin your final project by explaining why your topic represents an important area of study or is important to the understanding of the communication discipline (cite at least one academic source to back up your claim). Then, you will be summarizing the major/most interesting findings/criticisms on your topic that you uncovered from at least **TWO ACADEMIC SOURCES** in a literature review format, using APA formatting and source citation (complete with title and reference pages). **One of your sources MUST be a primary research study.**

Final Literature Review (100 points):

Your final literature review will be an expansion of your abbreviated literature review, consisting of **at least six total sources** (the two from your abbreviated literature review may be used in this count unless instructed otherwise by your professor) and must be **5-6 pages in length. One of your sources MUST be a primary research study.** First, fix any mistakes noted by your professor on your abbreviated literature review. Then, expand it by integrating at least four additional sources. Three of the new sources must be from **ACADEMIC SOURCES**. One source may be from a credible popular press source (e.g., Advertising Age, Communication World, Broadcasting and Cable, PR WEEK). The conclusion of your Final Literature Review should make an argument for future research in the area (your professor will discuss this in detail as the semester gets underway).

TENTATIVE SCHEDULE:

| Week | Topics | Reading | Assignments Due |
|-------------|--|--|--|
| 1 | Course Overview, Introductions, Using the Library and APA | APA PowerPoint in Chapter 3 | |
| 2 | Communication as a Field of Study and the Intentionality Debate | Chapter 1 | Chapter 1, Activity 2 Due Before Class |
| 3 | Building and Testing Communication Theory | Chapter 2 | Chapter 2, Activity 1 Will Be Done In Class |
| 4 | Building and Testing Communication Theory and Reading Communication Research | Chapter 3 and Academic Articles on Blackboard (Bring to Class) | Chapter 3, Activity 1 Due Before Class |
| 5 | Writing for the Communication Discipline (Focus on Literature Reviews) | See Writing Tools (on blackboard); Bring Academic Articles to class AGAIN! | Research Report Due |
| 6 | Guest Speaker and Exam #1 | | Application #1 Due |
| 7 | The Rhetoric and Rhetorical Situation | Chapter 4 | Chapter 4, Activity 2 Due Before Class Chapter 4, Activity 1 Will Be Done In Class |
| 8 | The Elaboration Likelihood Model and Organizational Culture | Chapter 5 & 9 | Abbreviated Literature Review Due Chapter 5, Activity 1 Will be Done In Class Chapter 9, Activity 1 Due Before Class |
| 9 | Organizational Identification and its Intersection with Culture | Chapter 8 | Chapter 8, Activity 1 Due Before Class Application #2 |
| 10 | Critical Theory of Communication in Organizations and Exam #2 | Chapter 10 | |
| 11 | Uncertainty Reduction and Relational Dialectics | Chapter 11 & 7 | Chapter 11, Activity 2 Due Before Class Chapter 7 Activity Will be Done In Class |
| 12 | Communication Privacy Management and In-class work on final literature reviews | Chapter 6 | Chapter 6, Activity 1 Due Before Class |

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| 13 | Face Negotiation and Communication Accommodation Theory | Chapters 12 & 13 | Final Literature Review Due Chapter 13, Activity 1 Due Before Class |
| 14 | Media Richness and Social Information Process Theory | Chapter 14 & 15 | Application #3 Due Chapter 15, Activity 1 Due Before Class |
| 15 | Exam #3 | | |