

## **COMM 100: Introduction to Communication**

**Fall 2015**

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**Chapman University**

### **TEXTBOOK:**

Waldeck, J. H. (2014). *Communication competence: Goals & contexts*. San Diego, CA: Bridgepoint.

### **COURSE PURPOSE AND LEARNING OUTCOMES:**

This course is designed to introduce Communication Studies majors to the primary areas of the discipline, including research and career options. Students will be introduced to the curriculum for the major. Special attention will be given to what constitutes human communication, how communication is studied and measured, and what professional options are available to a communication studies major. This course is required for all communication studies majors.

You should be able to successfully identify, understand, and apply the following by the end of the semester:

1. A working definition of the study of human communication
2. The basic terminology associated with the field of communication
3. The basic principles of the various communication research fields such as verbal/nonverbal, interpersonal, small group/organizational, mass/mediated, public communication, and intercultural communication
4. Reasons why competent communication is a necessity for a successful professional, personal, social, and public life
5. The history of the communication discipline as a field of scholarly inquiry
6. The ever-evolving role of communication in a civilized society
7. The basic principles of effective oral communication

### **COURSE REQUIREMENTS:**

1. **Examinations.** There will be a midterm and a final exam. Each exam will consist of a combination of true-false, multiple choice, and/or open-ended short essay items. You will need to bring a pencil and a Scantron sheet to each exam. Study guides and in-class review opportunities will be provided. **(100 pts. each)**
2. **“Five Years Out” Presentation:** Acknowledging that human communication is an evolving art and science, working with a group of no more than three people, you will select a chapter from the text and speculate, in an interactive presentation/discussion with the class, how the contents of that chapter might change over the next five years in view of technological, social, cultural, and/or economic changes in society. You will select your topic/chapter early in the semester, and your

presentation will be scheduled on or near the dates that chapter is scheduled for reading and class discussion. You will know the date of your presentation by Week 3. (50 pts.)

3. **Informative or Persuasive Presentation:** Based on the contents of either Chapters 10 & 11 or 10 & 12, you will prepare and deliver either an informative or persuasive presentation. Because you will take a future course in public speaking that will give you ample opportunities to learn about and practice public speaking, this assignment is designed to introduce you to the organization and delivery of either an informative or an advocacy message—not both. The presentation must be approximately five minutes long and should only be accompanied by a sensory aid if it is critical for our understanding and/or retention of your topic.
  
4. **Scholar Spotlight:** Select an area of the field and then a scholar from the list provided by the instructor. Your task is to conduct research on that scholar’s specific program of research and develop a creative topical or chronological visual summary. You may use any medium you choose—PowerPoint, video, poster, an original website that you create, etc.—but the goal is to create a visual representation of your scholar that can stand alone without a presentation or paper. Late in the semester, we will hold a “Scholar Spotlight Fair” in which you display your scholar during class and are prepared to answer questions and chat with others about the individual you studied. Visitors from the campus community will be invited. (100 pts.)

**TENTATIVE SCHEDULE:**

<b>Week</b>	<b>Topic</b>	<b>Reading</b>
1	Introduction to course and the study of human communication	Chapter 1
	<b>Introduction to “Five Years Out” project</b>	Chapter 1
2	Enhancing your communication competence and confidence	Chapter 2
	<b>Five Years Out topic areas due/presentations scheduled</b>	
3	Communication begins with the self	Chapter 3
	<b>Introduction to Scholar Spotlight project</b>	
4	Intercultural communication	Chapter 4
5	Communication involves listening and critical thinking	Chapter 5
6	Communication is both verbal and nonverbal	Chapter 6
	<b>Study guide for Midterm Exam available</b>	
	<b>Scholar spotlight topic due</b>	
7	Review for Exam #1	

	<b>Midterm Exam, Chapters 1-6</b>	
8	Understanding interpersonal relationships	Chapter 7
9	Group and team communication	Chapter 8
10	Communicating effectively using new media	Chapter 9
11	Planning oral presentations	Chapter 10
	<b>Introduction to speaking assignment</b>	
12	How to give informative presentations	Chapter 11
13	How to give persuasive presentations	Chapter 12
14	<b>Student informative presentations</b>	
15	<b>Student persuasive presentations</b>	
16	<b>Scholar spotlight fair</b> <b>Study guide for final exam available</b>	
	<b>Final exam, Chapters 7-12</b> <b>Insert date from final exam schedule: _____</b>	