

COMM465 Communication Theory Tu & Th 5:30-6:45, Flagg Hall 236
Dr. Knopf (office hours, Tu/Th 3:30-5:00 & M/W/F by appointment)
knopfcm@potdam.edu, 267-2883

Course Description:

This course examines several broad genres of communication theory and discusses a selection of key theories from interpersonal, intercultural, public, media, and gender communication areas. By the end of the course you should be better able to understand and critically examine what you think you know about communication. For those considering graduate study in communication, this course may help you select a direction and will give you a taste of the kinds of reading and work that are often expected at the graduate level.

Course Objectives:

In taking this class, you will be able to:

- Understand the history of the discipline
- Show knowledge of communication theory & evaluate theory
- Recognize, and apply, the place of theory in communication research
- Write in scholastic form and style
- Read, and demonstrate understanding of, contemporary scholarship
- Engage in data collection and analysis to test theory
- Recognize and explain the role of communication in society & your own life

Course Materials:

- A dedicated *notebook* (taking notes during class will greatly advance your success in this course)
- *A First Look at Communication Theory*, 7th edition. By Em Griffin (absolutely required, needed immediately)
- 4x6 index cards (optional to create cheat sheets for exams)
- A provided *Theory Log* (you will be given a log to use throughout the semester; do not lose it)
- Your *assigned playing card* (you will be given this on the first day of class; do not lose it)
- *Internet access* (access to the Internet will be useful to work on your research paper & to study for the class)
 - higherred.mcgraw-hill.com/sites/0073385026/student_view0/theory_abstracts.html
 - www.afirstlook.com
- A copy of the complete **Syllabus** (this is available for download on Blackboard; you may print it or save it to a computer, but you must have it)
- A copy of the complete **Assignment Packet** (this is available for download on Blackboard; you may print it or save it to a computer, but you must have it)

COMM465: Communication Theory with Dr. K. * Spring '11 Course Calendar

Abbreviations: AP = Assignment Packet, ch = chapter, Chapt = chapter, Bb = Blackboard, m/c = multiple choice, s/a = short answer

<i>Week # Unit</i>	<i>Date</i>	<i>What's Due Today?</i>	<i>Is There an Exam Today?</i>	<i>What Are We Doing in Class Today?</i>
1	Tu 1/25			Preview course; do scholarly interests survey; discuss ch 1-2 "what is theory?"
Introduction	Th 1/27	·Chapts 1-2 (read <i>before</i> class)		
2	Tu 2/1	·Chapts 3-4 (read <i>before</i> class) Meet in Flagg 162 Today!		Discuss research methods in theory building; review expectations for final papers & get theory assignments; begin CITI Training for research
Research	Th 2/3	Meet in Flagg 162 Today!		Continue CITI Training for research; discuss IRB applications for final paper
3	Tu 2/8	·Chapts 5-6 (read <i>before</i> class)	m/c quiz ch 1-4	Take quiz (begins when you enter class); go over Application Log assignment; discuss ch5-6; view <i>Nell & Life is Beautiful</i>
Interprsnal Messages	Th 2/10	·Chapts 7-8 (read <i>before</i> class) ·Log entries for ch 5 & 6		Discuss ch7-8; view <i>Drumline & Dead Man Walking & Hotel Rwanda</i> ; go over requirements for annotated bibliography
4	Tu 2/15	·Chapt 9 (read <i>before</i> class)	m/c quiz ch 5-8	Take quiz (begins when you enter class); discuss ch 9; view <i>Drumline & A Beautiful Mind</i>
Relationship Development	Th 2/17	·Chapts 10-11 (read <i>before</i> class) ·Log entries for ch 5-9		Discuss ch 10-11; view <i>My Big Fat Greek Wedding & You've Got Mail (& The Chosen, if time)</i>
5	Tu 2/22	·Chapt 12 (read <i>before</i> class)	m/c quiz ch 9-11	Take quiz (begins when you enter class); discuss ch 12; view <i>Bend it Like Beckham & Children of a Lesser God</i>
Relationship Maintenance	Th 2/24	·Chapt 13 (read <i>before</i> class) ·Log entries for ch 5-12 ·Annotated bibliography for final paper (see AP for details)		Discuss ch 13; view <i>Little Miss Sunshine & Parenthood</i>
6	Tu 3/1	·Chapt 14 (read <i>before</i> class)	m/c quiz ch 12-13	Take quiz (begins when you enter class); discuss ch 14; view <i>12 Angry Men</i>

Influence	Th 3/3	·Chapts 15-16 (read <i>before</i> class) ·Log entries for ch 5-14		Discuss ch 15-16; view <i>Footloose & Thank You for Smoking</i> ; review Methods paper section assignment
7	Tu 3/8			No class
VACATION	Th 3/10			No class
8	Tu 3/15	·Chapts 17-18 (read <i>before</i> class)	m/c quiz ch 14-16	Take quiz (begins when you enter class); discuss ch 17-18; view <i>Apollo 13</i>
Group & Org Comm	Th 3/17	·Chapts 19-20 (read <i>before</i> class) ·Log entries for ch 5-18		Discuss ch 19-20; view <i>Office Space & Erin Brokovitch & The Devil Wears Prada</i>
9	Tu 3/29	·Chapts 21 (read <i>before</i> class) ·Draft of research "method" for your final paper (1-2 pages, see AP for details)	m/c quiz ch 17-20	Take quiz (begins when you enter class); discuss ch 21; view <i>To Kill a Mockingbird</i>
Public Rhetoric	Th 3/31	·Chapts 22-23 (read <i>before</i> class) ·Log entries for ch 5-21		Discuss ch 22-23; view the <i>Montana Meth Project Campaign & Smoke</i>
10	Tu 4/5	·Chapts 24 (read <i>before</i> class)	m/c quiz ch 21-23	Take quiz (begins when you enter class); discuss ch 24; view <i>Space Times Square</i>
Media & Culture	Th 4/7	·Chapts 25-26 (read <i>before</i> class) ·Log entries for ch 5-24		Discuss ch 25-26; view <i>Insider & (The Simpsons or Harry Potter)</i>
11	Tu 4/12	·Chapt 27 (read <i>before</i> class)	m/c quiz ch 24-26	Take quiz (begins when you enter class); discuss ch 27; view <i>Bowling for Columbine</i> &/or listen to <i>War of the Worlds</i>
Media Efx	Th 4/14			No class (Dr. K @ ECA)
12	Tu 4/19	·Chapts 28-29 (read <i>before</i> class) ·last chance to submit complete or partial drafts of final paper for professor feedback (optional)		Discuss ch 28-19; view <i>Wag the Dog & (Emperor's New Groove or Hans Christian Anderson)</i>
Media Efx continued	Tu 4/21			No class (April Break)
13	Tu 4/26	·Chapt 30 (read <i>before</i> class)	m/c quiz ch 27-29	Take quiz (begins when you enter class); discuss ch 30; view <i>The Muppets Take Manhattan</i>
Intercultural Comm	Th 4/28	·Chapts 31-32 (read <i>before</i> class) ·Log entries for ch 5-30		Discuss ch 31-32; view <i>The Joy Luck Club & Billy Elliot & Mean Girls</i>
14	Tu 5/3	·Chapt 33 (read <i>before</i> class)	m/c quiz ch 30-32	Take quiz (begins when you enter class); discuss ch 33; view <i>When Harry Met Sally</i>

Gender Comm	Th 5/5	·Chapts 34-35 (read <i>before</i> class) ·Log entries for ch 5-33		Discuss ch 34-35; view <i>The Cider House Rules & White Man's Burden & The Little Mermaid</i>
15	Tu 5/10		m/c quiz ch 33-35	Take quiz (begins when you enter class); catch-up if needed; review if needed; 1-on-1 paper discussions if needed
Wrap-up	Th 5/12	·Chapt 36 (read <i>before</i> class) ·Log entries for ch 5-35 ·Completed Theory research paper		Discuss ch 36; briefly share paper research
FINALS			m/c & s/a exam ch 1-36	Take final exam; get preliminary, estimated course grades
SPECIAL NOTES		You and only you are responsible for due dates. I will not give reminders. This calendar is your reminder.	Lowest 2 quiz grades will be dropped No makeups for any reason.	All movies indicated are only film clips and will be used in very specific ways to illustrate different theories. Do not skip class because you've already seen a movie; you'll miss over an hour's worth of discussion, and you will miss the lesson attached to the specified film clip.

If you miss a class, check here for what you missed. There is no need to contact me with the question, "What did we do in class?" or "What are we going to do in class?" Look here, and you'll know.

This calendar is designed to help you plan ahead.

You must carefully read the Assignment Packet for complete details and directions about the work that is due.

Grading

Your final course grade is determined out of 100 possible points:

- Theory Application Logs 25 points
- Quizzes (multiple choice) 25 points
- Exams (multiple choice & short answer) 25 points
- Research Paper 25 points
 - *Annotated bibliography* (3pts)
 - *Methods proposal* (2pts)
 - *Completed paper* (20pts)

Full assignment descriptions, instructions, explanations, and grading procedures are found in the accompanying "Assignments Packet" available on Blackboard.

Final Grades are broken down in this class as follows:

4.0 = 95-100 points	3.7 = 90-94 points
3.3 = 86-89 points	3.0 = 82-85 points
2.7 = 78-81 points	2.3 = 72-77 points
2.0 = 67-71 points	1.7 = 61-66 points
1.3 = 56-60 points	1.0 = 51-55 points
0.0 = 0-50 points	

Work that meets the minimum requirements of an assignment, is completed on time and displays average involvement with the course content is deserving of a 2.0. A 2.0 is a "satisfactory" grade that indicates the *minimum* has been achieved.

Higher grades are awarded to work that goes above and beyond the minimum standards to produce papers and presentations that reflect superior intellectual effort, excellence in critical analysis and overall creativity in the approach towards any given assignment. A 4.0 is attainable but will require much more than minimal effort.

Challenging a Grade

If you identify an error in grading, I am always willing to admit to a mistake and correct it. If you want me to *reconsider* a grade, follow these steps:

- Wait at least 24 hours before deciding to seek reconsideration, but no longer than one week.
- Write a 1-2 page explanation of why the grade should be reconsidered identifying what type of change you seek and providing a reasoned argument and evidence in support of that change. The burden of proof in any disagreement over evaluation of student performance rests with the student.
- Resubmit the original work (complete with grade & comments) along with the rationale.
- Allow two weeks for reconsideration. *Be aware that in reconsidering a grade, I may find that it earned a lower grade than it originally received.*
- Accept the final decision. *I will reconsider each assignment only once.*

Due Dates/Late Work

LATE ASSIGNMENTS ARE NOT ACCEPTED. *If you know in advance you will not be in class when an assignment is due, turn it in early.* All due dates are on the course calendar.

Extra Credit

Extra credit will not be available as an end-of-semester option to make-up-for or replace work that you did not do throughout the semester. There are some chances at bonus points built in to the course.

**** Academic Integrity & Dishonesty ****

As stated in the Undergraduate Catalog, the following pledge is made on all academic work done by students at SUNY Potsdam. This pledge is regarded as an indication that you understand and have complied with the requirements and assignments as set forth by the course instructor and as stated in this Academic Honor Code.

"On my honor: I will not give nor receive any inappropriate assistance on any academic work in accordance with the SUNY Potsdam Academic Honor Code and the directions given to me by each course instructor"

To plagiarize is to pass off *ideas or words of someone else* as your own or to use created productions without crediting the source. Any time you incorporate the words and/or ideas of another person into your work, whether from a book, a film, T.V., the Internet, or any other source, without giving their creator the credit, you have plagiarized. It is literary and intellectual theft when you present work that someone else did as being new and original. This includes user-generated content on sites like Wikipedia.

I have a zero tolerance policy on plagiarism. In the event of plagiarism on an assignment in this course you will A.) Definitely fail the assignment. B.) Possibly fail the course.

Therefore, you will be responsible for authenticating any assignment submitted in this course. I recommend that you keep copies of all drafts of your work, make photocopies and/or careful notes of research materials, save drafts or versions of assignments under individual file names on computer disks, etc. (This is a good practice for any and all classes. Not only will it protect you should you ever be accused of academic dishonesty, but it also protects you in instances of computer malfunctions, stolen bags, spilled coffee, and bad filing systems.)

Other forms of dishonesty or cheating are also not tolerated and will result in a failure of the assignment and/or class. If you think you are engaging in questionable behavior, you probably are, so either don't do it or seek clarification.

Incompletes

Incompletes, or other arrangements for course completion, can be planned only in advance to the semester's end in extreme circumstances with documentation. To receive an incomplete, there must be a serious *emergency* so late in the semester that there isn't time to make up what you miss. Incompletes are not granted because you partied the first 12 weeks of the semester and realized during the last 3 weeks that doing so wasn't such a good idea.

Attendance

There is no set number of “allowable” absences, but regular, timely, attendance is expected. *In-class work and assignments that are missed during an absence cannot be made up*, except in extreme circumstances with documentation.* Reasonable effort at providing advance notice of such instances is expected.

Reasonable accommodations will be made for religious observances. **Notification of a missed class for religious reasons needs to be made in advance** so that we can work together.

Arriving late and leaving early on a regular basis will be counter-productive because you are likely to miss a lot of information and numerous important announcements.

Consecutive absences of one week or more, without notice from you, can result in a failure. In the case of prolonged absences from class of one week or more, you must notify me immediately in order to make arrangements.

Attendance is mandatory for the Final Exam, so make your travel arrangements accordingly.

Classroom Behavior

Technology/Electronic Devices

Technology is permissible, and even welcome, in the classroom given the following:

- Your usage is polite. You are taught from kindergarten on that it is not acceptable to carry on personal conversations with others or to pass notes to people during class time. The same is true for the electronic versions of these (i.e., taking/making cell calls and texting).
- Your usage does not interfere with your performance in class. Multitasking is a fact of modern life, but if you're not good at Facebooking and listening at the same time, don't do it.
- Your usage does not bother your neighbors. Gaming, video viewing, downloading porn, etcetera may not be a distraction to you but may be a distraction to the people sitting near you. Phones and pagers should always be set to silent and should only be answered outside of the classroom.
- You are willing to apply your technology use to course materials in productive ways. Technology can enhance your learning, so if asked to look something up on the Web during class, please do so. *A refusal to use technology in the classroom as part of the class can result in revocation of technology use privileges.*
- You do not secretly record any portion of a class without seeking permission from all involved parties.

Consider your technology use outside of class, too. If contacting me via email, be professional: use an appropriate and informative subject, address me politely, and use good Standard English.

* Extreme circumstances are things like college sanctioned events, hospitalization, serious illness, religious observances, or death in the immediate family. They do not include optional events like hangovers, vacations, weddings, births of children other than your own, and various appointments; manageable events like roommate disputes and romantic troubles; or events that can be planned for like funerals, exams and papers in other classes, and work conflicts. Documentation must come from official sources like coaches, doctors, lawyers, or clergy - not notes from your parents or roommates.

Etiquette

The success of this course is directly related to the sense of community that we develop in the classroom. Participation is essential to this process. I encourage you to share your views and listen to those of others. Debate and discussion are an important part of the learning process. While there will no doubt be disagreements, I expect the members of this community (including myself) to challenge ideas in a manner that reflects respect and recognition of opposing viewpoints without attacking individuals.

CUI (Class under the influence)

Please do not attend class while drunk or under the influence of any recreational drugs. Doing so creates a counter-productive environment for your classmates, and is unlikely to help you succeed in the course. If you think you may have a problem with drugs or alcohol, there are services on and off campus that can assist you.

Special Circumstances & Accommodation

If you have a learning disability, special need, handicap, or health issue that can affect your performance in this class, reasonable accommodations will be made, assuming you notify the instructor in advance. Accommodations such as additional time for exams, course note-takers, or readers will only be provided with proper documentation and authorization. You should also discuss any particular concerns that are specific to this class with the instructor at the start of the semester, or whenever such issues may arise.