

COMM 200 – Foundations of Communication

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Required Materials:

1. Thompson, B. Payne, H. J., Jerome, A., Mize-Smith, J., Ishii, K., & Chai, S. (2013). *Communication Theory App*. Copyright WKU.
2. Frequent access to Blackboard for assignment instructions, submissions, and feedback.

Overview of the Course:

This course is a survey of the communication discipline. Students will be acquainted with the breadth and depth of discipline as well as the theoretical frameworks that guide communication research in a variety of areas. Students will learn how to use their knowledge of communication theory to analyze and interpret a variety of communication phenomena. Furthermore, students will learn to read academic scholarship and write for the discipline.

Note: COMM 200 counts as a “Writing in the Disciplines” course in the FOUNDATIONS CATEGORY of the Colonnade.

Course Objectives:

Upon successfully completing this course you should be able to:

- 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 yourself 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 and interpreting mediated communication (i.e., CMC, organizations, mass media, politics etc.).
- Demonstrate competency in analyzing 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.

Colonnade Objectives:

1. Write clear and effective prose in several forms, using conventions appropriate to audience (including academic audiences), purpose, and genre.
2. Find, analyze, evaluate, and cite pertinent primary and secondary sources, including academic databases, to prepare written texts.
3. Identify, analyze, and evaluate statements, assumptions, and conclusions representing diverse points of view, and construct informed, sustained, and ethical arguments in response.
4. Plan, organize, revise, practice, edit, and proofread to improve the development and clarity of ideas.
5. Distinguish among various kinds of evidence by identifying reliable sources and valid arguments.

Course Policies and Procedures:**Technical Assistance**

If you are experiencing technical difficulties with Blackboard, call WKU's IT Help Desk (270-745 -7000) IMMEDIATELY. If the issue is not resolved and may affect your ability to complete an assignment, email me at holly.payne@wku.edu explaining your situation.

Course Attendance

Successful learning online requires you to actively participate and *attend* the course. Attendance for this online course is defined as signing on to the Blackboard site, viewing video, listening to lectures, and completing course assignments. You are required to have substantive participation.

If you have not attended class during the first three days of the term, you will be considered to be in non-attendance and will be withdrawn from the course.

Participation Policy and Course Requirements

This course combines assigned readings, lecture notes, activities, quizzes, and papers to emphasize certain communication theories. These activities contribute to your overall understanding of communication and academic writing. It is essential for you to actively participate in the course activities and to keep up with the readings. **Assigned chapters should be read in accordance with the schedule** so that you will be able to perform well on the assessments.

If you are unable to participate due to prolonged serious illness or personal emergency, you are expected to contact me as soon as possible. If you are unable to participate due to technical problems, you are expected to notify the appropriate technical support personnel and then, notify your faculty member. Failure to notify me will be considered a missed deadline. All assigned work must be completed regardless of the reason for nonparticipation. Late assignments will not be accepted.

This class also involves writing assignments where you communicate your understanding of the principles and concepts of communication. In all written work you are expected to use correct spelling and appropriate grammar. Throughout the course you will expand your personal vocabulary through the study of terms related to the course. Your written work will be evaluated on both content and mechanics. Good writing should be reasonably free of mistakes and without composition errors, which are called gross errors (sentence fragments, run-on sentences, subject-verb disagreement, misspelled words, and typographical errors which result in such errors). All of your work should use no more than 12 point type with margins not exceeding 1 inch) and double-spaced—unless otherwise indicated.

Please use APA 6th edition for citing and documenting outside sources.

Student Academic Assistance

If you have serious problems with writing (and many people do), I advise you go to the Writing Center. Trained writing instructors are there most weekdays and on weekends to assist you in the writing process. The Center takes appointments (745-5719) and drop-ins. The university provides this service for students, so take advantage of it!

Also, consider going to The Learning Center (TLC) (DUC-A330). TLC tutors in most major undergraduate subjects and course levels throughout the week. To make an appointment, or to request a tutor for a specific class, call 745-6254 or stop by DUC A330. Log on to TLC's website at www.wku.edu/tlc <<http://www.wku.edu/tlc>> to find out more.

Academic Integrity

I expect that all of the individual assignments you complete for COMM 200 (and in all of your other courses) are always your own work. However, many students are not sure exactly what "your own work" means, so, please read again the information on plagiarism and cheating from your student handbook. Aside from copying work, plagiarism includes incorrectly citing sources or presenting someone's information as your own, without crediting the source. To avoid this, you should carefully make notes to keep track of where your information came from. In written form, you must use quotation marks when referring to another's work. In a speech where you are paraphrasing, you can say "According to.....(give name).....". It does not take much effort to make sure you follow the rules for using another's thoughts.

Penalty for Academic Dishonesty

Western Kentucky University and the Department of Communication are committed to the highest standards of ethical conduct and academic excellence. Any student found guilty of plagiarism, fabrication, cheating on an exam, or purchasing papers, speeches, or other assignments will immediately receive a failing grade on the assignment and in the course, and will be reported for disciplinary action. Falsified medical excuses and presenting another student's work as your own fall within the guidelines of this academic integrity policy.

Reasonable Accommodation

In compliance with university policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Office for Student Disability Services in Downing University Center, A-200. The phone number is 270 745 5004. If you have a special need that may require an accommodation or assistance, please inform the instructor as soon as possible and no later than the end of the second class meeting.

WKU's Policy On Sexual Misconduct /Assault And Discrimination/Harassment

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's Title IX Sexual Misconduct/Assault Policy (#0.2070) at <https://wku.edu/eoo/documents/titleix/wkutitleixpolicyandgrievanceprocedure.pdf> and

Discrimination and Harassment Policy (#0.2040) at https://wku.edu/policies/hr_policies/2040_discrimination_harassment_policy.pdf.

Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121.

Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are “Responsible Employees” of the University and **MUST** report what you share to WKU’s Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU’s Counseling and Testing Center at 270-745-3159.

Course Assignments:

The following is a general description of the course assignments. Specific instructions will be announced in class and posted on Blackboard.

Theory Application (Research) Paper:

You will complete an end-of-term Theory Application Paper where you conduct research on a specific communication theory and apply it to an assigned case. This assignment will help you learn how to find and evaluate academic research and apply specific elements of a theory to relevant issues. Additionally, you will follow APA format within each paper including in-text citations, reference and cover pages. The paper will be 7 pages in length (including the APA cover and reference page), double-spaced, 12-point font, one inch margins. The assignment description, topics, and a sample paper are located in Blackboard. In preparation for writing the paper you will also complete three article analysis worksheets.

Quizzes:

There will be four quizzes covering the chapters in each module. These are designed to assess your understanding of communication concepts and theories, as well as your application and integration abilities.

Activities:

Each module will include 2 activities (For a total of 8) that will allow you to explore concepts and theories. Please complete the assignments and upload typed WORD documents via Blackboard.

Grade Allocation

Module Quizzes (4)	35%
Theory Application Paper and Article Analysis Worksheets	30%
Module Activities (8)	35%

Grading Scale

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