

COMM 200: Foundations of Communication

Fall 2022 ONLINE

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Office Hours: M/F 1:30 – 3:00 and By appointment

Course Description

The Foundations of Communication is a survey of the communication discipline. Students will be acquainted with the breadth and depth of the 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 find, read, and evaluate academic scholarship and write for the discipline.

Prerequisites

According to the Course Catalog:

COMM 145 or COMM 161 or COMN 145C or COMN 161C or SCOM 145 or SCOM 161 or SPCH 145C or SPCH 161C or TRAN A3-L or KGET C-A3 or COMM A3-L or SCOM A3-L or COMM FOC-L or TRAN FOC-L or KGET F-OC AND ENG 100 or KGET F-W1 or KGET C-A1 or ENG A1-L or ENG FW1-L or TRAN A1-L or TRAN FW1-L or TRAN A3-L or KGET CA3 or COMM A3-L or COMM FOC-L or TRAN FOC-L or KGET F-OC

Colonnade Program

COMM 200 counts as a “Writing in the Disciplines” course in the FOUNDATIONS CATEGORY of WKU's Colonnade (General Education) Program.

Course Objectives

Upon completion of this course, students should be able to:

- Understand the communication discipline, including its various definitions and paradigms.
- Understand the history and development of communication theory.
- Understand multiple theoretical and philosophical perspectives of communication as reflected in its history.
- Understand the role of ethics in communication.
- Explain some of the most practical communication theories.
- Discuss the main components of communication theories.
- Apply theoretical principles to “real world” situations, interactions, and messages.
- Understand the communication process and human relational interaction in increasingly complex and diverse environments.
- 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.
- 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.
- Utilize proper APA source citation techniques and paper formatting.

Colonnade Objectives

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

Required Course Materials – Yes, you will need ALL of these.

- Thompson, B. Payne, H. J., Jerome, A., Mize Smith, J., Ishii, K., & Chai, S. (2013). Theory App. Copyright WKU. **** The course text is available ONLY as an ebook on the COMM 200 website. See below for instructions on how to access the ebook.**
- An active email account registered on TopNet and accessed through Blackboard
- Reliable Internet connection with ability to view and record audio/video files
- Daily access to Blackboard for assignment instructions, submissions, and feedback

EBOOK ON COURSE WEBSITE

Faculty members of the Department of Communication wrote and developed an electronic textbook to specifically fit the needs of this course. The ebook is available ONLINE ONLY at <http://commtheoryapp.com>.

This course is part of the campus' course material delivery program called First Day. WKU will bill you at a discounted price as a course charge for this course. The digital required materials for this course have been integrated with Blackboard and can be found in the Course Materials link in your Blackboard course. Please sign into Blackboard to access your course and course materials.

You can choose to Opt-Out on the first day of class, but access to your materials will be suspended. Therefore, it is NOT recommended that you Opt-Out, as these materials are required to complete the course.

ACCESS CODE: Your access code can be obtained two ways.

1) In Blackboard, click on "Course Materials." You will see the product information along with the option to reveal your code.

OR

2) **On the first day of class** you will receive a First Day Access welcome email from the bookstore. Your code will also be included at the bottom of that email. The email's subject is "Your First Day Inclusive Access Materials Are Available" and it comes from the email address support@firstday.bncollege.com.

GETTING STARTED: Once you have your access code, you can create your ebook account.

1. Visit <http://commtheoryapp.com>
2. Enter the personal access code provided by the WKU Store.
3. Enter the course CRN number (found on your course schedule on TopNet).
4. Create a username and password. Your username and password will be used to access the ebook across all devices.

Required Skills for Online Course – Yes, you will utilize ALL of these.

1. Ability to navigate Blackboard, including reading and posting messages to the discussion boards
2. Ability to access audio/video lectures, PowerPoint slides, and other video files
3. Ability to navigate the Web (use a browser), browse Web pages, and handle multiple open windows
4. Ability to record and post videos using a smart phone or computer camera
5. Ability to open and navigate PDF files using Adobe Acrobat
6. Ability to create, send, open, close, and save files and attachments with Microsoft Word and PowerPoint

How To Succeed in an Online Class – Online learning is different!

There is a common misconception among students that online courses are “easier,” but they are NOT. Students must take more responsibility for reading and understanding expectations, course content, assignments, and deadlines. Some helpful tips for online learning can be found in [THIS SHORT VIDEO](#).

My favorites are the following:

1. Create a calendar of assignment due dates.
2. Have a back-up plan in case your Internet connection is slow or disrupted.
3. The DUE date is not the DO date.
4. Check the Blackboard site daily.
5. Read everything.
6. Ask questions!

Technical Assistance

If you are experiencing technical difficulties with Blackboard, call WKU's IT Help Desk (270-745-7000) IMMEDIATELY. You may also visit the online IT [Help Desk](#). If the issue is not resolved and may affect your ability to complete an assignment, email me immediately to explain your situation.

Teaching Philosophy – Why do I teach?

I believe that a teacher's responsibility is not to prepare the path for the child, but to prepare the child for the path. Today's students will embark on numerous life and career paths, none of which can be mapped or predicted in a world where perhaps the only constant is change. Success that was once ensured by the mastery of a set body of knowledge now rests upon one's ability to continuously learn and relearn the skills required for increasingly diverse, changing, and challenging environments. As such, my goal as a teacher is not merely to impart content knowledge, but to construct an engaging learning environment in which students can enhance their critical thinking, problem solving, collaboration, and presentational skills.

Teacher Communication – Communicate, communicate, communicate.

The best way to contact me is via email (rather than phone). Be sure to include the two dots in my email address – jennifer.mize.smith@wku.edu. I will make every effort to respond to your email in a timely manner. However, email may not be checked after 5 pm each day, so plan accordingly.

POLICIES AND EXPECTATIONS

WKU COVID-19 Guidelines

All students are strongly encouraged to get the COVID-19 vaccine. In accordance with WKU policy, all students must call the WKU COVID-19 Assistance Line at 270-745-2019 within 4 hours of testing positive for COVID-19 or being identified as a close contact to someone who has tested positive. The COVID Assistance Line is available to answer questions regarding any COVID-19 related issue. This guidance is subject to change based on requirements set forth by federal, state, and local public health entities. Please refer to the Healthy on the Hill website for the most current information. www.wku.edu/healthyonthehill

Regular and Substantive Interaction

The U.S. Department of Education requires that distance education courses must include regular and substantive interaction between students and faculty. For more information about Regular and Substantive Interaction at WKU, please visit the [Regular and Substantive Interaction in Online and Distance Learning webpage](#). In this course, regular and substantive interaction will take place in the following ways:

- 3 weekly announcements/email reminders including a Monday upcoming week preview, Wednesday midweek updates, and Friday deadlines
- Direct, oral instruction of course content through chapter videos
- Direct, oral instructions for assignments through videos
- Faculty participation in group discussion boards
- Timely and detailed feedback on assignments
- Timely response to student emails
- Clearly communicated schedule of assignments and deadlines
- Periodic synchronous online meetings to answer questions via Zoom

Online Participation – You must still be *present and active*, even online.

Every online course requires a high level of maturity and self-motivation to stay on schedule and to work independently to complete assigned tasks. Your active participation is absolutely necessary to successfully accomplish the goals in this course. Please take care to allot the appropriate amount of time in your schedule. In other words, this is still a 3-hour course and should be treated as such. I would suggest setting aside an hour 2-3 times per week to check Blackboard, review lecture materials, and complete activities. **Build time into your weekly schedule just as if you were attending a face-to-face class.**

Campus Closure – Hopefully, *if*, not *when*.

In the event that the University closes campus, such as for severe weather or a widespread COVID-19 outbreak, you are expected to continue with readings and assignments as originally scheduled. Campus closures should have no effect on the online instruction and completion of this course.

Written Assignment Guidelines – Read and follow instructions carefully!

All assignments must be typewritten and submitted through Blackboard only. ***Do not send your assignments to my email address.*** For assistance with how to turn in an assignment in Blackboard, view the [IT video tutorial](#). Directions for how to name each assignment when saving and submitting will be provided with assignment instructions.

Written work must be in a standard Microsoft Word format (no Microsoft Works, Pages or Google Docs) including 12 point font, double spacing, and 1 inch margins. Written assignments, including source citations, must adhere to APA style guidelines. For help with APA style, see online sources such as the [Purdue Online Writing Lab](#). Errors in APA, as well as spelling and grammar, will result in point deductions.

Assignment Deadlines – DUE dates are not DO dates!

Deadlines are imposed to allow a reasonable amount of time to complete assignments and to give and receive feedback in a timely manner. Unless otherwise noted, all assignments must be submitted by the due date provided, and all times are Central Standard Time. Late work MAY be accepted at my discretion but only when arrangements are made in advance. IF accepted, late papers will be penalized one letter grade per day the assignment is late. Late work WILL NOT be accepted more than 3 days after the original due date.

Medical Exception: Should you become seriously ill, with COVID-19 or any other serious illness, a doctor's note will be required to establish new assignment deadlines and to avoid late work penalties. I will gladly work with you, but please contact me as soon as possible to arrange any accommodations needed due to medical emergencies.

Class Environment – Read and reread your messages before submitting.

Our class may be virtual, but it is still important for us to create an open and respectful learning environment. In the absence of nonverbal cues, virtual communication may be easily misinterpreted. Therefore, it is important that we follow certain ground rules when interacting within the context of this course. These rules of civility include but are not limited to the following:

1. Displaying respect for all members of the classroom community, both your instructor and fellow students.
2. Being open to understanding different perspectives and experiences.
3. Avoiding racist, sexist, homophobic, or other negative language that may unnecessarily exclude members of our campus and classroom community.
4. Reading and re-reading your comments and questions before posting to avoid hasty, ill-conceived responses.

Academic Integrity

Western Kentucky University maintains a “zero tolerance” policy on plagiarism and other forms of academic dishonesty. As a student at Western Kentucky University, you are expected to demonstrate academic integrity, as outlined in the University Statement on Student Rights and Responsibilities (WKU Catalog, 260) in all coursework. Violations of this code of conduct include but are not limited to cheating (by giving or receiving unauthorized information before or during an exam or assignment), dishonesty (including misrepresentation and/or lying), and plagiarism.

NOTE: Sharing online quiz/exam questions and/or answers with another student is cheating.

Plagiarism consists of presenting work that is not your own without proper acknowledgment of its origin. This includes quoting or paraphrasing material (orally or written) without crediting the source, incorrectly citing sources, copying from a book, and pasting text from web pages without proper citation. **If you present a borrowed thought without reference to the source, even if you change a few words, it is still plagiarism.** It also includes using an Internet OR other human source to obtain a full paper or part of a paper. Finally, plagiarism also includes the submission of the same assignment for more than one class.

In short, **YOU ARE RESPONSIBLE** for telling your audience or reader whether you are:

1. directly quoting from a source
2. paraphrasing closely from a source, which means using significant portions of another source’s sentences or language
3. using the ideas advanced by a different source

To avoid plagiarizing, you should carefully make notes to keep track of where you found your information. In written form, you must use quotation marks when directly quoting another’s work and include the source. **When paraphrasing, even if you change the words, you still credit the source.** It does not take much effort to make sure you follow the rules for using another’s thoughts.

In addition to plagiarism, other forms of academic dishonesty include falsified medical excuses, presenting another student’s work as your own, sharing exam information or taking an exam from the classroom.

Plagiarism Detection

Student work will be checked using Safe Assign, the plagiarism detection software available through Blackboard.

In this course we will be using an electronic plagiarism detection tool, SafeAssign (through Blackboard), to confirm that you have used sources accurately in your papers. Students agree that by taking this course, all assignments are subject to submission for textual similarity review to SafeAssign.

Assignments submitted to SafeAssign will be included as source documents in SafeAssign’s restricted access database solely for the purpose of detecting plagiarism in such documents.

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. As you can see, these are extreme measures for academic offenses that we believe are serious. If you have any questions, please contact me well in advance of the due date for your assignment.

COURSE ACTIVITIES AND REQUIREMENTS

Chapter Quizzes

Purpose: To encourage students to read the weekly assigned readings

Open-book quizzes will be made available under Quizzes on Blackboard. Each quiz includes 10 multiple choice or T/F questions covering the e-book chapter and/or any other assigned readings for that week. Please note that quizzes will be timed. Once you open the quiz, you must complete it within 30 minutes. You may not re-open the quiz once it is closed. Questions must be completed in the order given, and responses may not be changed after submission. Specific dates and times are available on the course schedule. AFTER the chapter quiz is completed, you may access the video lecture, PowerPoint slides, and other materials related to that week's topic.

NOTE: Quizzes must be completed independently. Sharing questions and/or answers with another student is cheating. Anyone suspected of cheating will be required to take the remaining quizzes/exams at the WKU Testing Center, no exceptions.

NOTE: Quizzes are set up with two attempts. However, the second attempt is to be used ONLY if you have an Internet disruption. This is for your convenience so that if you are disconnected, you may log back in and use the second attempt without waiting for me to reset the quiz. You MUST email to notify me that you have needed the second attempt. Otherwise, only the first attempt will be graded.

Application Activities

Purpose: To engage students in learning and applying communication theory to real-world contexts

To demonstrate that you have kept up with the course material and understand the weekly concepts, you will complete a series of chapter activities in which you will be asked to apply communication theory to real-world situations, interactions, and messages. Activities will vary including discussion boards, application quizzes, and small writing assignments. NOTE: All application activities will be posted and submitted on Blackboard, NOT the App.

Exams

Purpose: To objectively measure student comprehension and application of course concepts and theories

Three exams will be comprised of multiple choice, matching, and/or true/false questions covering material from online mini lectures, readings, online discussions, and other assignments. Chapters/readings covered on each exam are listed on the course schedule. Exams are application-based and open book.

Each exam will open at a specific time on Blackboard and will have a deadline for completion. Specific dates and times are available on the course schedule. Make-up exams or extensions will not be given unless prior arrangements have been made in the case of a medical emergency. Please note that exams will be timed. Once you open the exam, you must complete it within 1 ½ hours. You may not re-open the exam once it is closed. Questions must be completed in the order given, and responses may not be changed after submission. Specific dates and times are available on the course schedule.

Some helpful tips for taking online exams can be found in [THIS SHORT VIDEO](#).

NOTE: Exams must be completed independently. Sharing questions and/or answers with another student is cheating. Anyone suspected of cheating will be required to take the remaining quizzes/exams at the WKU Testing Center, no exceptions.

NOTE: Exams are set up with two attempts. However, the second attempt is to be used ONLY if you have an Internet disruption. This is for your convenience so that if you are disconnected, you may log back in and use the second attempt without waiting for me to reset the exam. You MUST email to notify me that you have needed the second attempt. Otherwise, only the first attempt will be graded.

Article Analysis Worksheets

Purpose: To assess students' ability to find, read, and dissect academic research

You will select a specific communication theory covered in the course to learn more about. You will then conduct research using online library databases to find academic articles exemplifying current scholarship related to that theory. You will use those articles to complete **three** Article Analysis Worksheets where you will evaluate the source credibility, and then dissect and summarize components of each article. These worksheets will assemble the information you will need to complete the annotated bibliography.

Annotated Bibliography

Purpose: To assess students' ability to summarize, organize, and synthesize academic scholarship

From the Article Analysis Worksheets, you will complete an annotated bibliography where you will summarize and connect your sources. It is important that you not only summarize the content of each academic article, but also compare and contrast to suggest how they relate to one another and to the case example to be used in your Theory Application Paper. Specific guidelines will be provided on Blackboard.

Theory Application Paper Draft with Self Assessment

Purpose: To ensure students are making progress in writing and mastering paper requirements

The Theory Application Paper Draft will ensure students are making sufficient progress toward completing their written paper. The accompanying Self-Assessment is an online list of questions asking you to review the paper guidelines/requirements and think about the criteria you have met and the revisions or work you still need to do. Following this check list will go a long way in making your final paper more successful.

Theory Application Paper

Purpose: To assess students' ability to review, synthesize, and utilize academic literature to support the application of theory to real-world scenarios

Having conducted research on a specific communication theory, you will complete a Theory Application Paper in which you construct a literature review and integrate that literature as you apply your theory to an assigned case. This assignment will be the written product of learning how to find and evaluate academic research and apply specific theoretical elements to relevant issues. Additionally, you will follow APA format within each paper including in-text citations, a reference page, and a cover page. Application papers must be in Microsoft Word format, 5 pages in length (including the APA cover and reference page), double-spaced, 12-point font, and one inch margins. Details of the assignment including theory and case options will be posted on Blackboard.

Assignments and Point Distribution

Assignments (750 pts)	Points Possible	Your Score
Chapter Quizzes (12 x 10)	120	
Chapter Activities (Application Activities) (10 x 10)	100	
Exams (3 x 100)	300	
Article Analysis Worksheets (3 x 10)	30	
Annotated Bibliography	50	
Theory Application Paper Draft with Self Assessment	50	
Theory Application Paper	100	
TOTAL	750	

Grade Distribution (in Points Earned)

A = 675 - 750

B = 600 - 674

C = 525 - 599

D = 450 - 524

F = 449 and below

A FEW NOTES ABOUT GRADES:

- Grades reflect the merit of a student's performance. Work that meets the minimum requirements of the assignment will earn an average grade of "C." To receive a higher grade, you must exceed the minimum requirements by demonstrating creativity and understanding of the material that goes above the norm.
- Final grades will be distributed according to the point scale listed above. Do not expect final grades to be curved, and do not ask to be awarded those couple of extra points needed to reach the next letter grade. Remember throughout the semester that every point counts!
- It is your responsibility to keep up with your point totals. If at any time you have a question about a grade, it should be addressed within one week of receiving the grade. Grades will not be reassessed or changed after that time period.
- Grades will not be provided to students via e-mail.

STUDENT ASSISTANCE

Student Disability Services

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a Faculty Notification Letter (FNL) from The Student Accessibility Resource Center.

Title IX

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's Sex and Gender-Based Discrimination, Harassment, and Retaliation (#0.070) and Discrimination and Harassment Policy (#0.2040). 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 Executive Director, Office of Institutional Equity/Title IX Coordinator, Ena Demir, 270-745-6867 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.

Student Academic Assistance – Get extra help if you need it!

If you have problems with writing (and many people do), please take advantage of the following resources, especially the Writing Center and/or The Learning Center.

- **Writing Center Assistance** - *The Writing Center on the Bowling Green campus* will have writing tutors available to offer advice to current WKU students on any stage of their writing projects. In-person tutoring is available in Cherry Hall 123 from 10-4 Monday through Friday and in the Cravens Commons (at the horseshoe-shaped reference desk) from 5-9 on Sunday through Thursday evenings. WKU students may also request feedback on their writing via email or arrange a real-time Zoom conference to discuss a paper. See instructions and how-to videos on the website (www.wku.edu/writingcenter) for making appointments. Walk-in feedback is available unless we are booked up. Students may also get short writing questions answered via email; just put "Quick question" in the subject line to (writingcenter@wku.edu). *The WKU START Centers* will be offering writing tutoring sessions via Zoom as well as in person in their Glasgow and Elizabethtown locations. More information on how to make appointments and what to expect from your appointment will continue to be posted at (<https://www.wku.edu/startcenter/>).

- **The Learning Center** (DSU A330) - provides free supplemental education programs for all currently enrolled WKU students. TLC @ Downing Student Union and TLC @ FAC offers certified, one-on-one tutoring in over 200 subjects and eight academic skill areas by appointment or walk in. Online tutoring is offered to distance learners. TLC is also a quiet study area (with side rooms designated for peer-to-peer tutoring) and offers a thirty-two machine Dell computer lab to complete academic coursework. Additionally, TLC has four satellite locations. Each satellite location is a quiet study center and is equipped with a small computer lab. These satellite locations are located in FAC, Douglas Keen Hall, McCormack Hall, and Pearce Ford Tower. Please contact TLC @ Downing Student Union for more information or to schedule a tutoring appointment. For more information, visit the [TLC Website](#) or to schedule a tutoring appointment, please call TLC at (270) 745-6254.
- **The Learning Center Peer Tutoring Services** - The Learning Center (TLC) provides free tutoring services that empower students to achieve academic success. Trained peer tutors are available to review course content, answer questions, and demonstrate effective study strategies. TLC offers individual appointments and group sessions (PASS) for hundreds of undergraduate courses. For more information or to make an appointment, visit www.wku.edu/tlc.
- **WKU Center for Literacy** - located in Gary A. Ransdell Hall 2066. At the Center for Literacy, students can receive assistance in developing strategies to help with **reading/studying to learn** and **writing for evidence and argument**. The Center for Literacy offers both individual and small group sessions throughout the semester. Please email literacy.center@wku.edu to schedule an appointment or ask questions, visit the [Center for Literacy Website](#), or stop by GRH 2066 for more information.
- **Purdue Online Writing Lab** – Online assistance with APA formatting and other writing/grammar can be found at the [Purdue Online Writing Lab](#).

*NOTE: The procedures and schedule in this course are subject to change as needed. **Please check the course Blackboard site regularly.***