



SYLLABUS: COMM 1100 COMMUNICATION AND SOCIETY SPRING 2016

Course overview

Instructor

Instructor: David R. Ewoldsen

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Course description

Communication in Society provides an overview of some of the major theories guiding our understanding of communication in various contexts including interpersonal, intercultural, social influence, political, and mass mediated.

From the catalogue: Role of communication in society; forms, strategies, theories and issues; interpersonal, group, organizations, public and mass communication.

Course learning outcomes

This course fulfills the GE Social Science Individuals and Groups requirement.

Goals:

Students understand the systematic study of human behavior and cognition; the structure of human societies, cultures, and institutions; and the processes by which individuals, groups, and societies interact, communicate, and use human, natural, and economic resources.

Expected Learning Outcomes:

1. Students understand the theories and methods of social scientific inquiry as they apply to the study of individuals and groups.

Comm 1100 fulfills this GE requirement by including several lectures on different research methods. In addition, research methods will continue to be highlighted throughout the semester as various theories are discussed. Finally, students will learn about research through their participation in various communication research projects.

This outcome will be assessed through quizzes, discussion board posts, and the C-REP requirement.

2. Students understand the behavior of individuals, differences and similarities in social and cultural contexts of human existence, and the processes by which groups function.

Comm 1100 fulfills this GE requirement by providing instruction on a number of different theories of communication which attempt to explain different facets of people's communicative behavior. In addition, research and theories which highlight cultural and ethnic influences on communicative behavior are highlighted throughout the semester.

This outcome will be assessed through quizzes, discussion board posts, and the WIKI assignment.

3. Students comprehend and assess individual and group values and their importance in social problem solving and policy making.

Comm 1100 fulfills this GE requirement with a focus on problem solving in individual, small group, and organizational contexts. In addition, the course includes a focus on

how the media play a role in the maintenance of power relations between various entities.

This outcome will be assessed through quizzes, discussion board posts, and the WIKI assignment.

By the end of this course, students should successfully be able to:

- Define what is meant by a theory and be able to identify the strengths and weaknesses of various theories.
- Explain at a basic level different research methodologies that are used to study communication.
- Discuss various theories of interpersonal communication and relationship formation. Students should be able to identify major communicative phenomenon that influence relationship development.
- Describe the role of communication in small group and organizational processes and decision making.
- Explicate the basic assumptions of various theories of social influence and be able to detail how these theories explain the effectiveness of persuasive messages
- Discuss interpretative approaches to the study of the media including semiotics and British cultural studies
- Explain basic theories of media selection and the effects of the media in both entertainment and political contexts.

Course materials

Required

Griffin, E., Ledbetter, A., & Sparks, G. (2014) *A first look at communication theory* (9th ed.). New York: McGraw Hill.

There is an electronic version of the book that is cheaper.

Additional readings are posted on Carmen.

Course technology

Baseline technical skills necessary for online courses

- Basic computer and web-browsing skills
- Navigating Carmen

Technology skills necessary for this specific course

- CarmenConnect text, audio, and video chat
- Collaborating in Carmen discussion board
- CarmenWiki

Necessary equipment

- Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection
- Webcam: built-in or external webcam, fully installed
- Microphone: built-in laptop or tablet mic or external microphone

Technical support

- Technical support for Carmen can be obtained at <https://odee.osu.edu/resourcecenter/carmen>
- Technical support for CarmenConnect can be obtained at <http://odee.osu.edu/resourcecenter/carmenconnect>
- Technical support for CarmenWiki can be obtained at <http://odee.osu.edu/resourcecenter/carmenwiki>

Grading and faculty response

Grades

Assignment or category	Points
Syllabus Quiz	30
Introduction Discussion Post	10
Quiz 1	50
Quiz 2	50
Quiz 3	50
Quiz 4	50
Quiz 5	50
Quiz 6	50
Quiz 7	50
Quiz 8	50
Quiz 9	50

Quiz 10	50
Communication Research Experience Program (C-REP)	50
Discussion Post 1	40
Discussion Post 2	40
Discussion Post 3	40
Discussion Post 4	40
Midterm	100
Final	100
Comprehensive Learning Objectives Quiz	50
Total	1000

See course schedule, below, for due dates

Grades

Quizzes

There will be 13 quizzes (at the end of every week, except week 1) conducted via the Carmen system over the semester. Your grade will be based on your top 10 quizzes. Each quiz is worth 5% of your course grade. The quizzes make up 50% of your final grade. The quizzes will have between 5 and 10 questions. The quizzes will cover all of the material that has been covered since the prior quiz (e.g., the past week).

1. The quizzes have a 5-minute time limit so you should study prior to taking the quiz. You will have limited time to look up the answers while you take the quiz.
2. You may take each quiz *twice*. You will get the best score on the quiz in terms of calculating your final grade. You should study between your attempts on the quiz.
3. When you retake the quiz, you may or may not get the same questions as you had on the first quiz. Carmen randomly picks which questions you will receive each time you take the quiz.
4. You will have 72 hours to complete the quiz from the time it is posted on Carmen. The quiz will open at 12:01 PM on the Friday of the week it is listed for and will close at 11:59 AM the following Monday.
5. Because you have 72 hours to complete the quiz, **THERE WILL BE NO MAKE-UP QUIZZES.**
6. Making any type of copy of a question (e.g., taking a picture of the question or doing a screen capture) is considered academic misconduct.

Midterm & Final

There will be a midterm and a final. These will be conducted via the Carmen system in the same way that the quizzes are administered except there will be more questions (approximately 25 questions) and more time to take the midterm and final. Also, you can only take the midterm and final one time each. The midterm and final are each worth 100 points (or 10% of your final grade).

1. You will have a 25 minute time limit for both the midterm & the final. With a total of 25 questions, this gives you little time to look up answers while taking the test.
2. You are only allowed one attempt on the midterm and final.

3. The midterm will be available from February 23 at noon to February 26 at noon. This is also noted in the course schedule. The final will be available from April 27 at noon to April 30 at noon. This is also noted in the course schedule.
4. Carmen will randomly pick 25 questions for you so you will likely receive different questions than your friends will receive. Making any type of copy of a question (e.g., taking a picture of the question or doing a screen capture) is considered academic misconduct.
5. Because you are provided 72 hours for each of these tests, you will not be provided any opportunity to take either test at a later date.

Communication Research Experience Program

All students in COMM 1100 must participate in the Communication Research Experience Program ("C-REP"). C-REP is designed to give students direct exposure to the topics, goals, methods, and ethical issues of communication research. Your participation in C-REP counts for 5% of your course grade in this course, and this is NOT extra credit. Participation can take the form of:

- Completing FIVE hours of C-REP research studies, **OR**
- Completing FIVE C-REP alternative written assignments, **OR**
- Completing a combined total of FIVE hours of research studies and alternative writing assignments.

Completing your C-REP requirement for COMM 1100 must take place prior to finals week. **YOU MUST HAVE HALF OF THE REQUIRED CREDITS FOR THIS COURSE (2.5 CREDITS) COMPLETED BY MARCH 2. THE LAST DAY TO COMPLETE THE SECOND HALF OF THE C-REP REQUIREMENT (2.5 ADDITIONAL CREDITS) IS MONDAY, APRIL 25 AT 9PM.** You should NOT wait until the last minute to sign up for participation. It is wise to complete this aspect of the course requirements as early as possible, when demands on your time are the lightest. Please take the time to read the detailed C-REP Student Guide on the School of Communication web site at

<http://www.comm.ohio-state.edu/images/stories/PDFs/crepstudentguideupdate.pdf>

Keep in mind that 1100 and 1101 both require C-REP participation, so it will be important to complete the requirements for both classes. The same credit cannot be counted for both courses.

Please direct any questions regarding C-REP to Aysenur Dal at

dal.1@buckeyemail.osu.edu

Discussion Board Posts

You will be given the opportunity to provide a post every week in the class (except for the first week). You should have 2 (or more) posts completed by Week 9 (you will receive a 0 for each of 2 posts you do not complete by Week 9). All 4 posts must be completed by the end of Week 14.

1. Your posts must be meaningful and substantial. Each post must have at least eight grammatically correct sentences and be relevant to the post question/topic in order to receive credit.
2. Your posts are due by 11:59 PM by Friday of each week. You will start a new thread with your post. If the post is late, you will receive zero points for the post. You will receive up to 40 points per post.
3. You are encouraged to respond to other people's posts. However, you are not required to respond. Any responses should be civil.

More information can be found on the *Discussion Guidelines* post under Content on Carmen.

Comprehensive Learning Objectives Quiz

The comprehensive learning objective quiz will be a short comprehensive quiz. This quiz will be like the other quizzes in the class except it is comprehensive. The questions will reflect the three *expected learning outcomes* for the course that are identified earlier in the syllabus (p 2 of the complete syllabus). This quiz will be available the same time that the final is available. The questions will be general factual questions and there will be a short study guide for the quiz.

Late assignments

Unless there is a verifiable emergency, a verifiable university excuse, or a verifiable important family occasion that is discussed before an assignment is due, late work - including Discussion Board posts - is not accepted in this class. By “verifiable” I mean documentation that can be scanned and sent to me as an email attachment, such as a receipt from a trip to the doctor’s office. Please strive to submit work prior to the last minute to allow for any computer crisis that may occur that could prevent you from submitting your work on time (such as saving the wrong file, local internet service being down, etc.) I will note that the standard for an excuse is very high because this is an online course. For example, traveling for a university event will typically not be excused because you have time to complete quizzes, tests, and discussion posts while traveling (I know from personal experience).

Grading scale

930–1000: A
 900–929: A-
 870–899: B+
 830–869: B
 800–829: B-
 770–799: C+
 730–769: C
 700–729: C-
 670–699: D+
 600–669: D
 Below 60: E

NOTE: I do NOT round grades. Even when you are very close to the next higher grade, there are likely several other students who are closer. If I move the grade cutoff for you, then I have to move it for them. Also, when I round for you, then there are a new set of students who are very close to the next higher grade. Rounding grades becomes an infinite regress.

Faculty feedback and response time

I am providing the following list to give you an idea of my intended availability throughout the course. (Remember that you can call **614-688-HELP** at any time if you have a technical problem.)

Grading and feedback

For large weekly assignments, you can generally expect feedback within **7 days**.

E-mail

I will reply to e-mails within **24 hours on school days**.

Discussion board

There will be a “Questions about the Course” discussion board. I will check and reply to messages in the discussion boards every **24 hours on school days**.

Attendance, participation, and discussions

Student participation requirements

Because this is a distance-education course, your attendance is based on your online activity and participation. The following is a summary of everyone's expected participation:

- **Logging in: AT LEAST ONCE PER WEEK**
Be sure you are logging in to the course in Carmen each week, including weeks with holidays or weeks with minimal online course activity. (During most weeks you will probably log in many times.) If you have a situation that might cause you to miss an entire week of class, discuss it with me *as soon as possible*.
- **Office hours and live sessions: OPTIONAL OR FLEXIBLE**
All live, scheduled events for the course, including my office hours, are optional. If you are required to discuss an assignment with me, please contact me at the beginning of the week if you need a time outside my scheduled office hours.
- **Participating in discussion forums:**
As participation, you can expect to post at least five (5) original posts (no more than one per week) and respond to at least two other students' posts by Week 9, and be responsive to other people's responses to your posts as part of our substantive class discussion on the week's topics; four (4) additional posts (no more than one per week) should be posted by the end of the term (see Discussion Board Posts in Grades section above).

Discussion and communication guidelines

The following are my expectations for how we should communicate as a class. Above all, please remember to be respectful and thoughtful.

- **Writing style:** While there is no need to participate in class discussions as if you were writing a research paper, you should remember to write using good grammar, spelling, and punctuation. Informality (including an occasional emoticon) is fine for non-academic topics.
- **Substance of posts:** Your posts must be meaningful and substantial. Each post must have at least four grammatically correct sentences and be relevant to the post question/topic in order to receive credit.
- **Tone and civility:** We will maintain a supportive learning community where everyone feels safe and where people can disagree amicably. Remember that sarcasm doesn't always come across online. If you post something that I (or others) find disrespectful, I will remove your post and you will receive a zero for that assignment. If you find a post disrespectful, you need to email me or Courtney. There will be zero tolerance for posts that are sexist, involve sexual harassment, racism, or homophobic behavior.
- **Citing your sources:** When we have academic discussions, please cite your sources to back up what you say. (For the textbook or other course materials, list at least the title and page numbers. For online sources, include a link.)
- **Backing up your work:** I strongly recommend that you compose your academic posts in a word processor, where you can save your work, and then copy it into the Carmen discussion.

Other course policies

Grade Challenges

You have a two week period after the graded assignment is returned to challenge grades. Grade challenges will be made in writing.

Academic integrity policy

The Ohio State University's *Code of Student Conduct* (Section 3335-23-04) defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University, or subvert the educational process." Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's *Code of Student Conduct* is never considered an "excuse" for academic misconduct, so I recommend that you review the *Code of Student Conduct* and, specifically, the sections dealing with academic misconduct.

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the University's *Code of Student Conduct* (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University.

If you have any questions about the above policy or what constitutes academic misconduct in this course, please contact me.

Other sources of information on academic misconduct (integrity) to which you can refer include:

- The Committee on Academic Misconduct web pages ([COAM Home](#))
- *Ten Suggestions for Preserving Academic Integrity* ([Ten Suggestions](#))
- *Eight Cardinal Rules of Academic Integrity* (www.northwestern.edu/uacc/8cards.htm)

Accommodations for accessibility

Requesting accommodations

If you would like to request academic accommodations based on the impact of a disability qualified under the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, contact your instructor privately as soon as possible to discuss your specific needs. Discussions are confidential.

In addition to contacting the instructor, please contact the Office for Disability Services at [614-292-3307](tel:614-292-3307) or ods@osu.edu to register for services and/or to coordinate any accommodations you might need in your courses at The Ohio State University.

Go to <http://ods.osu.edu> for more information.

Additional information on tOSU's accessibility policies and services can be found at <http://ada.osu.edu/resources/Links.htm>

Accessibility of course technology

This online course requires use of Carmen (Ohio State's learning management system) and other online communication and multimedia

tools. If you need additional services to use these technologies, please request accommodations with your instructor.

- [Carmen \(Desire2Learn\) accessibility](#)
- Streaming audio and video
- Synchronous course tools

Academic Support Services provided

Academic support services provided by tOSU can provide needed services and help so that you succeed in your courses.

For general student support resources, go to:

<http://artsandsciences.osu.edu/academics/current-students/resources>

To get more information on A&S advising, go to:

<http://artsandsciences.osu.edu/about/college/contacts/advising>

Course schedule (tentative)

Week	Dates	Topics, Readings, Assignments, Deadlines
1	Jan 11 - 17	<p>Syllabus</p> <p>Readings: Familiarize yourself with Carmen content!</p> <p>Assignments: Complete quiz & personal discussion post</p>
2	Jan 18 - 24	<p>Overview to the Course and Approaches to Studying Communication</p> <p>Readings: Chapters 1, 2, and 3</p> <p>Assignment: Discussion posts, Quiz 1</p>
3	Jan 25 - 31	<p>Research Methods</p> <p>Readings: No assigned readings</p> <p>Assignments: Discussion posts, Quiz 2</p>
4	Feb 1 - 7	<p>Symbolic Interactionism, Constructivism, and Pragmatics</p> <p>Readings: Chapters 5, 13, and the Constructivism reading (posted on Carmen)</p> <p>Assignments: Discussion posts, Quiz 3</p>
5	Feb 8 - 14	<p>Social Penetration, Uncertainty Reduction Theory (URT), and Expectancy Violation</p> <p>Readings: Chapters 8, 9, and 7</p> <p>Assignments: Discussion posts, Quiz 4</p>
6	Feb 15 - 21	<p>Social Information Processing (SIP) Theory, Relational Dialectics, and Communication Accommodation</p> <p>Readings: Chapters 10, 11, and 31</p> <p>Assignments: Discussion posts, Quiz 5</p>
7	Feb 22 – Feb 28	<p>Face Negotiation, Genderlect, Standpoint Theory, and Muted Group Theory</p> <p>Readings: Chapters 32, 34, 35, and 36</p> <p>Assignments: Discussion posts, Quiz 6</p> <p>MIDTERM</p> <p>(open from 12:01 pm on Feb 23 to 11:59 am on Feb 26)</p>

8	Feb 29 – March 6	Groupthink, Functional Group Theory, and Organizations as Culture Readings: Chapter 17, 19, and Groupthink reading Assignments: Discussion posts, Quiz 7
9	March 7 – 13	Social Judgment Theory, the ELM, and Dissonance Theory Readings: Chapters 14, 15, and 16 Assignments: Discussion posts, Quiz 8
10	March 21 - 27	Semiotics and Cultural Studies Readings: Chapters 26 and 27 Assignments: Discussion posts, Quiz 9
11	March 28 – April 3	Propaganda Model and Cultural Imperialism Readings: Cultural Imperialism and Collateral Media Instruction readings Assignments: Discussion posts, Quiz 10
12	April 4 - 10	2-Sept Flow Model, Diffusion of Innovations, and Agenda Setting Readings: Two-step Flow of Communication and Diffusion of Innovation readings and Chapter 30 Assignments: Discussion posts, Quiz 11
13	April 11 - 17	Spiral of Silence, Media Selection, and Mood Management Readings: Chapter 28 and Spiral of Silence reading Assignments: Discussion posts, Quiz 12
14	April 18 - 25	Affective Disposition Theory, Media Effects & Cultivation Theory Readings: Chapter 29 and Social Learning reading Assignments: Discussion posts, Quiz 13
15		Final and Cumulative Learning Objective Quiz (open from 12:01 pm on April 27 to 11:59 am on April 30)