

COMMUNICATION 101--COMMUNICATION THEORIES

WINTER, 2016

Tuesday & Thursday, 3:10 –4:30pm, OLSON 206

Recitations

Section A01 *Friday 11:00-11:50am HART 1130*

Section A02 *Friday 12:10-1:00pm HART 1130*

Instructor: Bo Feng, Ph.D., Associate Professor
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Teaching Assistant (Section A01): Wenjing (Adrien) Pan, Ph.D. Student
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Teaching Assistant (Section A02): Grace Benefield, Ph.D. Student
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Office Hours: Friday, 1:00-2:00pm & by appointment

OVERVIEW

Welcome to CMN 101! This course is an introduction to theories in the area of communication studies. It is designed to acquaint you with different perspectives that shape and influence our communication practices. In keeping with the social scientific emphasis of this department, the theories examined in this course are primarily social scientific rather than humanistic in character. The theories covered in this class involve abstract and complex ideas that you will be expected to remember, explain, apply, compare, and critique. The TAs and I will do our best to facilitate your learning, but the ultimate responsibility for learning rests on you.

By the end of the quarter, you are expected to have:

- An understanding of some of the essential, current theories that inform our understanding of communication processes, including appropriate names and vocabulary
- A knowledge of the frameworks that provide an integrative perspective on the interrelationships between theories
- A developed capacity for applying theory to real-life situations outside of the classroom

TEXT

Griffin, E. (2011). *A first look at communication theory* (8th ed.). Chicago: McGraw-Hill.

- The book is supported by an excellent website (<http://www.afirstlook.com>) that I encourage you to browse and use to the fullest. It offers chapter outlines, key terms, and other aids that you might find useful.

Some additional readings will be available on this course's website on SmartSite. I will also use the SmartSite to post information such as lecture outlines, exam study guides, exam scores, and exam reports.

EVALUATION

Exams (3 @ 100 points each = 300 points)

There will be two midterm exams and a final exam. You will be tested on material that is discussed in the text as well as material from lectures and class discussions. The three exams will be **non-cumulative**. Each exam will be worth 100 points. The format of the exams will be multiple choice and true/false. **Please bring a scantron (form UCD 2000) with you on exam days.** All three exams will emphasize understanding of the main concepts of each theory or topic covered in the class. They will also test your ability to apply the concepts into concrete scenarios. Thus, memorization of course material is not sufficient for you to earn a good grade on an exam. A review session will be held before each exam and a study guide will be provided. The exams will be given on the dates listed in the schedule unless otherwise announced in class.

Failure to attend an exam can result in the assignment of an “F” (0) grade for the missed exam. Excused absences may be granted for emergency situations if they are appropriately documented (e.g., hospital admission papers). Excused absences may also be granted for participation in certain University-sanctioned activities, but *requests for these types of excused absences must be made in writing at least one week in advance*. If an excused absence is granted, the make-up exam will take place at the convenience of the professor or teaching assistant. In the case of the final exam, an excused absence may require the temporary assignment of an “Incomplete” grade. In no case will make-up exams take place prior to the regularly scheduled exams. **DO NOT MAKE TRAVEL ARRANGEMENTS THAT INTERFERE WITH THE SCHEDULED EXAMS.**

Application Logs (3 @ 10 points each = 30 points)

Throughout the quarter, you’re required to write a total of 3 application logs. For each application log, you will write a **1-2-page** essay that applies a theory you have learned in this class to your own life (*Note: The 2nd log should focus on a theory covered after Exam One and the 3rd log should focus on a theory covered after Exam Two*). The logs will provide an opportunity for you to show that you can apply the theories to specific real life situations. Detailed instructions, along with sample application logs, will be available on SmartSite. You should submit **typed, hard copies** of your logs to your TA (see the course schedule for the dates when the logs are due). Emailed or late logs will only be accepted with valid excuses. There will be a deduction of *1 point per day* for late logs.

Quizzes (6 @ 5 points = 30 points)

A total of 8 quizzes will be given during recitation sections. However, only 6 of your highest quiz scores will be counted. In addition to a quiz, each recitation will include a question-and-answer period and a variety of activities to help you understand, review, and apply the theories covered in lecture. If you have to miss a recitation due to sickness, emergencies, or official university activities (e.g., marching band), you should provide your TA with appropriate documentation and discuss options such as attending a different recitation section. If an excused absence is granted, the make-up quiz will take place at the convenience of the TA within a week of the missed recitation and before the next recitation. There will be a 1 point deduction from the make-up quiz.

Extra Credit

You can earn up to 3 points of extra credit by participating in research or other extra credit activities.

Calculating Final Course Grade

| | | |
|-----------|-----------|-------------|
| A+ | 97-100% | 349-360 pts |
| A | 94-96.99% | 338-348 pts |
| A- | 90-93.99% | 324-337 pts |
| B+ | 87-89.99% | 313-323 pts |
| B | 84-86.99% | 302-312 pts |
| B- | 80-83.99% | 288-301 pts |
| C+ | 77-79.99% | 277-287 pts |
| C | 74-76.99% | 266-276 pts |
| C- | 70-73.99% | 252-265 pts |
| D | 60-69.99% | 216-251 pts |
| F | below 60% | below 216 |

Grades will be posted on SmartSite within a week after each test. Grade appeals must be submitted in written form and within two weeks of the date the grades were posted.

CLASS POLICIES

Missing class. If you missed a class, this is what you should do: catch up with your readings, get the lecture outlines from the course website, borrow detailed notes from somebody else in the class, and come to me or the TA if you have specific questions about the materials.

Equal treatment. A principle of equal treatment of all students will be a fundamental guide we use in responding to requests for special consideration. No student will be given an opportunity to improve a grade that is not made available to all members of the class. The policy applies to requests for special treatment both before and after the course is completed. Examples of *unacceptable* opportunities for an individual include “extra credit” work such as writing extra application logs or retaking an exam. However, this policy is not intended to exclude reasonable accommodation of verified student disability. If you have a documented disability or educational need that you believe will affect your performance in this course, please let us know and we will try to provide appropriate accommodation.

Plagiarism. You’re expected to know and follow the University’s policies on academic integrity (<http://sja.ucdavis.edu>). Any suspected cases of academic misconduct will be handled according to University regulations.

Professionalism. Students are expected to be professional in terms of the quality of submitted assignments, the quality of the communicative interaction with classmates and the instructor, and general conduct. You are expected to adhere to the following ground rules:

- Arrive to class on time, and stay until class is dismissed.
- Avoid disruptive behavior during the class such as chatting, snoring, using the pencil sharpener, etc.
- Turn off or set in silent mode beepers or cell phones.
- If you must leave early, notify the instructor before class and leave quietly by a back door if possible.

 TENTATIVE COURSE SCHEDULE

Key:CT: *A First Look at Communication Theory* Chapters

OR: Online Reading (available on SmartSite)

Week 1

| | | |
|--------------------|--|---------------|
| Tuesday, 1/5 | Course Introduction | <i>None</i> |
| Thursday, 1/7 | Theory and Research | <i>CT 1-3</i> |
| <i>Friday, 1/8</i> | <i>Recitation: Theory and Research</i> | |

Week 2

| | | |
|---------------------|---|-------------|
| Tuesday, 1/12 | Constructivism | <i>CT 8</i> |
| Thursday, 1/14 | Action Assembly Theory (AAT) | <i>OR1</i> |
| <i>Friday, 1/15</i> | <i>Recitation: Constructivism & AAT</i> | |

Week 3

| | | |
|---------------------|--|-------------------------------------|
| Tuesday, 1/19 | Planning Theory | <i>OR 2; CT pp. 102-104, p. 130</i> |
| Thursday, 1/21 | Expectancy Violations Theory (EVT) | <i>CT 7</i> |
| <i>Friday, 1/22</i> | <i>Recitation: Planning Theory & EVT; 1st Application Log Due</i> | |

Week 4

| | | |
|---------------------|--|--|
| Tuesday, 1/26 | Review for Exam 1 | |
| Thursday, 1/28 | Exam 1 | |
| <i>Friday, 1/29</i> | <i>NO RECITATION; TA EXTRA OFFICE HOUR</i> | |

Week 5

| | | |
|--------------------|--|------------------------|
| Tuesday, 2/2 | Social Judgment Theory | <i>CT 15</i> |
| Thursday, 2/4 | Elaboration Likelihood Model & Extended Parallel Process Model | <i>CT 16 & OR3</i> |
| <i>Friday, 2/5</i> | <i>Recitation: Social Judgment Theory, ELM, & EPPM</i> | |

Week 6

| | | |
|---------------------|---|------------------------|
| Tuesday, 2/9 | Cognitive Dissonance Theory | <i>CT 17</i> |
| Thursday, 2/11 | Social Penetration Theory & Uncertainty Reduction Theory | <i>CT 9 & CT10</i> |
| <i>Friday, 2/12</i> | <i>Recitation: Cognitive Dissonance Theory, Social Penetration Theory, & Uncertainty Reduction Theory</i> | |

Week 7

Tuesday, 2/16 Social Information Processing Theory CT 11

Thursday, 2/18 Review for Exam 2

Friday, 2/19 Recitation: Social Information Processing Theory; 2nd Application Log Due

Week 8

Tuesday, 2/23 **Exam 2**

Thursday, 2/25 Cultivation Theory & Agenda Setting Theory CT 29 & 30

Friday, 2/26 Recitation: Cultivation Theory & Agenda Setting Theory

Week 9

Tuesday, 3/1 Communication Accommodation Theory CT 31

Thursday, 3/3 Face-Negotiation Theory CT 32

*Friday, 3/4 Recitation: Communication Accommodation Theory & Face-Negotiation Theory
3rd Application Log Due*

Week 10

Tuesday, 3/8 Speech Codes Theory & Theory of Genderlect Styles CT 33 & 34

Thursday, 3/10 Review for Final Exam

Friday, 3/11 NO RECITATION; TA EXTRA OFFICE HOUR

Week 11

Tuesday, 3/15 @ 8:00am Final Exam