

COMMUNICATION 101--COMMUNICATION THEORIES

FALL, 2011

Monday & Wednesday, 12:10 –1:30pm, SURGE III 1309

Recitations

Section A01 *Monday 3:10-4:00pm OLSON 158*
 Section A02 *Wednesday 3:10-4:00pm OLSON 158*
 Section A03 *Monday 4:10-5:00pm OLSON 158*

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Teaching Assistant: Ashley Wright
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Office Hours: Tuesday 12:30 p.m. - 1:30 p.m.

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. I will do my best to facilitate your learning, but the ultimate responsibility for learning rests on you.

By the end of the quarter, I hope you will 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. (2009). *A first look at communication theory* (7th 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 Smart Site. I will also use the Smart Site to post information such as lecture outlines, exam study guides, exam scores, and exam reports.

EVALUATION

Quizzes (10 @ 5 points = 50 points)

There will be a total of thirteen quizzes. Each quiz will be given at the end of class (see the schedule for the exact dates of the quizzes), and will test materials covered on the day of the quiz. Each quiz will consist of 5 questions. You will earn 1 point for each correct answer, for a total of 5 possible points. You may skip or disregard three quizzes; in other words, your lowest three quiz scores will be dropped from your final total score. Because of this flexibility, no make-up quizzes will be given.

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 worth 100 points. The format of the exams will be multiple choice and true/false. Each exam will cover material from readings and lectures. 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 also be available to you online. The exams will be given on the dates listed in the schedule unless otherwise announced in class. See attendance policy for make-up exam stipulations.

The midterm exams will be given on the date listed in the schedule unless otherwise announced in class. The final exam will be given on the date assigned by the University. Failure to attend an exam is grounds for the assignment of an “F” (0) grade for the missed exam. Excused absences may be granted for emergency situations if they are documented to my satisfaction (e.g., hospital admission papers). Excused absences may also be granted for participation in some kinds of 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.**

Recitation Attendance/Participation (6 @ 4 points = 24 points)

There are 8 scheduled recitations during the quarter. These recitations include a question-and-answer period and a variety of activities to help you understand, apply, compare, critique, and integrate the theories covered in lecture. Recitation attendance is required. However, you may choose to be absent at up to two recitations without penalty. *In general, there are NO excused absences from recitation*, so you should budget your absences to allow for illness or emergency. If you are required to miss two or more recitations for official university activities (e.g., marching band), you should meet with your TA to provide documentation and discuss options (usually, these involve attending a different recitation on the weeks that you have to miss your originally scheduled recitation). If you have perfect attendance at recitations, you can earn 1 extra credit.

Extra credit

Up to 3 points of extra credit may be earned by participating in research conducted by Communication department faculty or graduate students. Only studies that are announced in class are eligible for earning extra credits. Since I typically do not receive the extra credit list from the researcher until very late in the quarter, I encourage you to keep track of how many extra credits you have earned throughout the quarter.

Calculating Final Course Grade

A	94-100%	351-374 pts
A-	90-93.99%	336-350 pts
B+	87-89.99%	325-335 pts
B	84-86.99%	314-324 pts
B-	80-83.99%	299-313 pts
C+	77-79.99%	287-298 pts
C	74-76.99%	276-286 pts
C-	70-73.99%	261-275 pts
D	60-69.99%	224-260 pts
F	below 60%	below 224

I will be using SmartSite to keep up with your grades. Grades will be posted within a week after each test. Grade appeals must be submitted 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 I 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, retaking an exam, or an extension of time on an assignment. 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 me know and I 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. Based on my past experiences, I think setting the following ground rules is necessary:

- 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, 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 1Monday, 9/26 Course Introduction *None*Wednesday, 9/28 Theory and Research, Part I *CT 1**Recitation Introduction*Week 2Monday, 10/3 Theory and Research, Part II *CT 2***Quiz 1**Wednesday, 10/5 Constructivism *CT 8***Quiz 2***Recitation Theory and Research*Week 3Monday, 10/10 Action Assembly Theory (AAT) *OR 1***Quiz 3**Wednesday, 10/12 Planning Theory *OR 2; CT pp. 101-104, pp. 129-130***Quiz 4***Recitation Constructivism and AAT*Week 4Monday, 10/17 Expectancy Violations Theory (EVT) *CT 7***Quiz 5**

Wednesday, 10/19 Review for Exam 1

*Recitation Planning Theory and EVT*Week 5Monday, 10/24 **Exam 1**Wednesday, 10/26 Social Judgment Theory *CT 14***Quiz 6***Recitation NO RECITATION; TA EXTRA OFFICE HOUR*

Week 6

Monday, 10/31 Elaboration Likelihood Model (ELM) & Extended Parallel Process Model (EPPM)
CT 15 & OR3

Quiz 7

Wednesday, 11/2 Cognitive Dissonance Theory CT 16

Quiz 8

Recitation Social Judgment Theory, ELM, and EPPM

Week 7

Monday, 11/7 Social Penetration Theory & Uncertainty Reduction Theory CT 9 & CT10

Quiz 9

Wednesday, 11/9 Review for Exam 2

Recitation Cognitive Dissonance Theory, Social Penetration Theory, and Uncertainty Reduction Theory

Week 8

Monday, 11/14 **Exam 2**

Wednesday, 11/16 Social Information Processing Theory (SIP) CT 11

Quiz 10

Recitation NO RECITATION; TA EXTRA OFFICE HOUR

Week 9

Monday, 11/21 Cultivation Theory & Agenda Setting Theory CT 27 & 28

Quiz 11

Wednesday, 11/23 Face-Negotiation Theory CT 31

Quiz 12

Recitation SIP, Cultivation Theory, and Agenda Setting Theory

Week 10

Monday, 11/28 Theory of Genderlect Styles CT 33

Quiz 13

Wednesday, 11/30 Review for Final Exam

Recitation Face-Negotiation Theory and Theory of Genderlect Styles

Week 11

Tuesday, December 6 at 10:30 am Final Exam