

## Syllabus for CMST 1061–Fundamentals of Communication Fall 2018

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**Office:** 131 Coates Hall

**Office Hours:** MWF 8:30-9:15 & W 2:30-4:00 or by appointment

### Required Texts:

Butcher, Joni. *The 5 Pathways of Communication*. 2<sup>nd</sup> ed. Kendall Hunt, 2017.

E-text version available: \$30 <https://he.kendallhunt.com/product/5-pathways-communication>

Print version available at \$60

You MUST have a copy of the text in some form. You will be required to turn in exercises from this workbook. I will NOT accept questions written on loose leaf paper. If you purchase the e-text, please be sure to print out the required activities and bring them with you to class.

Packback Access Fee: \$25

### Considering a Major or Minor in Communication Studies?

A degree in communication studies will provide you with practical skills that are useful for a wide range of career choices. We do not narrowly train students for one specific job, instead we help students develop creative and critical ways to organize, build relationships, and solve a variety of communication problems. Business leaders and other professionals recognize the importance of developing communication skills and many times a degree in communication studies will give you an edge over other job applicants in fields such as business, government, social and public services, sales, marketing, and the arts.

A **major** in Communication Studies requires 36 hours including 12 hours of core classes and 12 hours at the 3000 or 4000 level. A **minor** requires 15 hours with one core class and 6 hours at the 3000 level or above. More information is available at [www.lsu.edu/cmst](http://www.lsu.edu/cmst)

### Important Note on the Syllabus:

This document contains all of your assignments, due dates, rules and regulations for this class. I will go over the syllabus with you on the first day of class, but it is your responsibility to familiarize yourself with its content. Most everything you need to know about the class is included here. Please consult this syllabus for assignment guidelines, late penalties, and makeup assignments BEFORE e-mailing me with questions. If your question is not answered in the document below (or on the additional Moodle postings) please feel free to ask for clarification.

### General Education Statement:

CMST 1061 is a General Education Humanities Course designed to familiarize the students with the fundamental concepts of communication. As a General Education Humanities Course, CMST 1061 will enable students to demonstrate an understanding of historical, cultural, and

philosophical complexity that supports sophisticated discourse.

**The Americans with Disabilities Act and Rehabilitation Act of 1973:**

If you have a disability that may have some impact on your work in this class and for which you may require accommodations, please see a Coordinator in the Office of Disability Affairs (112 Johnston Hall) so that such accommodations may be arranged. After you receive your accommodation letter, please meet with me at some time during the first two weeks of class to discuss the provisions of those accommodations.

**Course Description:**

The purpose of this course is to introduce students to the Fundamentals of Communication. During the semester, we will concentrate on five fundamental areas of communication: Workplace Communication, Advocacy and Social Justice, Communication in Human Relationships, Visual and Mediated Communication, and Communication in Art and Culture.

**Course Goals:**

This course should help you read, write, think, and communicate critically. The goal is NOT simply to memorize terminology. You should certainly learn and understand the key concepts, but you should also know how to USE the concepts and relate the concepts to other subjects and other areas of life such as your personal life (know how to interpret and understand acts of communication), your social life (use the concepts to help you relate to others), and your professional life (help you communicate more effectively in the workplace).

**Class Absences:**

Since this class relies very heavily on in-class participation, excessive absences will have a negative impact on your overall grade.

**\*\*\*Note that the day before and the day after a scheduled university holiday are REGULAR CLASS DAYS. Classes will be held and assignments will be due. Please make travel plans with this in mind. Vacations are NOT university excused absences.**

**Packback Questions:**

Participation is a requirement for this class, and the Packback Questions platform will be used for online discussion about class topics. Packback Questions is an online curiosity community where you can be fearlessly curious and ask BIG questions about how what we're studying relates to life and the real world.

Your participation on Packback will count towards 150 points of your final grade.

**In order to receive your points each week**, you must post **1 Question and 2 Answers** relevant to the subject matter we are covering in class that week.

Before you start posting, be sure to read the **Community Guidelines** found in the tutorial on Packback. If your post doesn't follow the Packback Community Guidelines, there is a chance it will be removed and you won't receive your points for that post.

There will be a **Friday 11:59PM deadline** for submissions in your community each week.

**Please Note:** Questions and answers are scored on a weekly basis. You cannot go back and ask or answer questions for missed weeks. If you ask more than 1 question or answer more than 2 questions per week, you will only receive credit for 1 asked and 2 answered questions.

Each week, we will spend time in class highlighting discussions from Packback, encouraging feedback, and recognizing top students.

**To start posting on Packback Questions:**

1. **Navigate to <https://Packback.co/questions> and click "Register as a new student".**  
[Note: If you already have an account with Packback you can login with your credentials.]
2. **Make sure to register with your **LSU email address** and real first and last name.**
3. **Enter our class community's access code into the "Join a new Community" module on your dashboard.**
4. **Follow the instructions on your screen to finish your registration.**

For a brief introduction to Packback Questions and why we are using it in class, watch this video: <https://vimeo.com/packback/Welcome-to-Packback-Questions>

If you have any problem with the Packback system, please contact the Customer Support Team at:

[holla@packback.co](mailto:holla@packback.co)

**Note:** The 3 students in each section who receive the highest overall curiosity points at the end of the semester will receive 10 bonus points at the end of the semester.

**The Inverted Classroom:**

This class will operate under the model of the “inverted classroom” instead of the traditional model in which you come to class unprepared, listen to the lecture on the material, then learn the material outside of class for the exam. This means you will need to come to class having already read the material and familiarized yourself with the content. This will allow you to be prepared to engage with your other group members as you learn more about the concepts by applying them in class activities.

**Working in Groups:**

Early in the semester, you will be assigned to a 5-6 member team. Your group will work together throughout the semester completing a communication project for each of the five communication units. Although you may hate working in groups and probably have had bad experience with group work in the past, working in groups can be beneficial for a number of different reasons”

1. Students often learn better from working with the material in a group setting and figuring out for themselves how to best apply the concepts rather than listening passively to a lecture from the teacher.
2. When students try to explain concepts to each other, it often clarifies the concepts for other students.
3. Students learn how groups function (or fail to function) properly. In order for groups to function effectively, individuals must fulfill different responsibilities, make individual contributions, learn how to compromise and deal with conflict, and learn how to divide work equitably among the member.
4. Groups often make better decisions than individuals. Debating the right path to take often leads to a more creative outcome.
5. By working in groups, students can learn how to work with people who have different backgrounds, experiences, opinions, personalities, and communication styles.

**In-Class Workbook Exercises:**

Workbook exercises for each unit will be assigned for in-class participation. When instructed to do so, please have these exercises completed BEFORE coming to class. You will use the class time to compare notes with your group members before making a presentation on the information to the class. Each student must turn in their own workbook exercise in order to receive full participation points. [Again, answers on loose leaf paper will NOT be accepted.]

Students who participate, but do not turn in the required exercise will receive only half credit on the assignment.

Late workbook exercises will be penalized 5 points per class period.

A late workbook exercise must be completed within 1 week of the original due date for the exercise. Otherwise, a grade of ‘0’ will be assigned for that exercise.

If you miss an in-class workbook exercise for a university excused absence, you MUST provide

official documentation to avoid the late penalty. You may then complete a workbook exercise assigned by your instructor. This activity will be graded for correctness. You will not automatically receive the 10 points. Again, these exercises MUST be completed with 1 week of the original due date or a grade of '0' will be assigned.

### **Communication Application Activities:**

For these communication application activities (projects), each group will be presented with the same problem. Group members must work together to analyze the problem and make specific choices, using the designated communication concepts, to prepare the best “conclusion” together. All groups will present their “answer” to the “problem” on the same day. The communication projects will be briefly discussed in class by the instructor and TA. We will highlight the group decisions that worked well and some decisions that may not have worked so well.

It is important to keep in mind that these are LEARNING activities designed to help you better understand the communication concepts. The point values are weighted very lightly, but you should still put forth your best effort. Please remember, any suggestions or comments we offer are meant to help you. Again, these projects are designed to be learning tools. We are critiquing the projects, not you.

You will be given a workshop day before each activity that you may use to work on these projects either inside or outside of class. I will be available in my office during this time to assist you or answer any questions you may have.

### **Group Member Participation Log:**

A Group Member Participation Log must be completed and turned in with each communication application activity. Each group member must complete their section of the group participation log, highlighting the extent of their individual input on the project. The log must then be verified and signed by the group leader and submitted with each communication application activity. Group members will be assigned participation points based on their input for each activity. These logs will be available on Moodle.

### **Exams:**

There will be 3 exams this semester. Each exam will cover two chapters in the text and will consist of true/false and multiple choice questions. Exams are not cumulative and there will be no formal final exam. Instead, the final project paper will serve as your final exam for this class.

If you miss an exam, you must provide valid written documentation of a university excused absence in order to make up the missed exam. (See PS-22) Otherwise, a grade of '0' will be assigned for that exam. If you are traveling with a sports team or other university sponsored event, please make arrangements to take the exam BEFORE you leave.

Please Note: Missed exams MUST be made up within 1 week of the originally scheduled date. Otherwise a grade of '0' will be assigned for the missed exam.

## **Final Project Paper:**

Each student will be required to complete a final project paper in lieu of a final exam. You will choose a final project from a list of options, complete that project, and write a paper illustrating your findings. In this project paper, you should demonstrate your understanding of the communication concepts you learned this semester. You will be provided with a list of questions to answer within your final paper. Full instructions for this assignment will be posted to Moodle later in the semester.

### **Final Project Options:**

1. Select a university organization such as LSU Food Pantry, Volunteer LSU, or any other organization from the list of organizations found at:

**<https://lsu.campuslabs.com/engage/organizations>**

Explain how you would use a communication concept you learned in this class to help promote this organization, recruit more members, or get their message out to the public.

2. Focus on your current place of employment.

Identify a communication problem inherent in your current workplace. How might you use a communication concept you learned about this semester to help solve this problem?

3. Attend a showing of a movie currently playing at the movie theater.

Use your knowledge of a specific communication concept in the Human Relationships chapter to analyze how the characters dealt with this area of interpersonal communication.

4. Elaborate on a specific Packback Question posed by your Community.

Use the appropriate communication concepts in order to answer this question thoroughly.

5. Re-do a Communication Application Activity

Choose one communication application activity that was submitted by your group and make improvements to that activity.

## **Research Participation Requirement:**

CMST 1061 requires a research participation element.

**Do not e-mail me at the end of the semester and say you have no idea what this is and that I never mentioned it in class.**

The material you will learn in this course is the product of research. The goal of the research learning requirement is to help you to gain knowledge about the process by which scholars attempt to understand human behavior. All students taking CMST 1061, 2010, 1150, and 2060 must complete a research learning requirement. For each course in which a student is enrolled, he or she must complete 2 research credits. You can fulfill your requirement by:

1. **Participating in research studies conducted in the Department of Communication Studies.** All studies that last between 0 and 30 minutes will count as one credit. Any study that lasts between 31 and 60 minutes will count as two credits. Each study will specify the number of credits a student can earn for completion. There will be several survey and experimental studies conducted throughout the semester. These studies are held on campus at various times and in various locations or are administered through online survey software. All available studies are approved by the Institutional Review Board at LSU.
2. **Participating in an organized departmental function such as debate or public speaking competition.** Only departmental sanctioned events will count toward a student's research learning requirement; thus, no credit will be given for a student attending an outside speaker or performance.
3. **Serving as a research assistant for a faculty member in the Department of Communication Studies.** The number of units and requirements for those units will be set by the researcher and either accepted or rejected by the student.

The research learning requirement is worth **2% of your total grade**; you will receive your 2% if you accumulate 2 research credits during the given semester. Please note that all research learning Your instructor will receive and upload your credit to Moodle once this deadline has passed.

ALL available options to earn credit are posted on an electronic bulletin board located at <http://lsuhumanresearch.sona-systems.com/>. When you go to this website, you will first have to request an account. Once you have secured an account, you will be able to log in and see the options available to you for your various CMST courses. All

students will need to request a new account as of Fall 2018, as old accounts have been deleted.

Please note that various ways to fulfill your research learning requirement will appear on this bulletin board throughout the semester. You are encouraged to check the system on a regular basis for current credit options that fit your interests as well as your schedule. ONLY opportunities with CMST at the beginning will count toward your CMST classes.

When you create your account, it will be important to designate the CMST course you want to the credits assigned to. Make sure you choose the correct Course, Section and Instructor.

Failure to do this will keep the instructor from receiving your credits. For each CMST course participating in the RPS system, you will need to earn 2 credits for each course. For example, if you are enrolled in CMST 2010 and CMST 2060, you will need to earn 4 total credits.

It is very important when you sign-up for a credit option that you attend that option or cancel your sign up. Failure to show up twice during one semester will result in your access to the system being restricted and you being unable to complete your research learning requirement. Valid excuses for failing to cancel a sign up and missing a credit option are the same as those found in LSU Policy Statement 31.

Detailed instructions on how to request an account and to navigate the system once logged in can be found on the homepage of the Department of Communication Studies. Go to <http://www.lsu.edu/cmst>. Then click on RESEARCH and STUDIES. Scroll down to find the document titled "RPS – Instructions for Students."

You are encouraged to create an account during the first week of classes so that any problems that arise can be remedied before it is too late. If you have questions about this requirement or the online system that keeps track of credits, please email [researchadmin@lsu.edu](mailto:researchadmin@lsu.edu).

**24/7 Rule:**

Because of time constraints with such a large class, it is recommended that you dispute any grade via e-mail.

Please wait 24 hours after receiving a grade before disputing it. This will allow you time to read and process any comments made by the instructor or TA. If you do have a dispute after this time, please let us know within 7 days of receiving the grade. Otherwise, the grade will automatically stand as it is.



**Grades on Moodle:**

Please keep a check on your posted grades throughout the semester and let me know **immediately** if there has been an error in grading. **You MUST notify us of a grading error within 2 weeks of the grade being posted to Moodle.** Otherwise, the grade in question will remain as it appears. We will not go back and try to locate an assignment from 2 months earlier.

**E-Mail:**

If you e-mail me with a question about an assignment or any other question concerning the class, please allow at least 24 hours for a reply. If you e-mail me the night before an assignment is due, there is no guarantee I will read and respond to your e-mail before class time. There is also no guarantee that I will check my e-mail over the weekend. If you have an assignment due on Monday, please do not wait until Saturday or Sunday to e-mail me with questions.

**Extra Credit Opportunities:**

There may be a few opportunities for **extra credit work**, but there is **no guarantee**. If an extra credit opportunity does arise, it will be announced in class and must be **completed by the specified deadline** and you must turn in **all the required parts** (such as a ticket stub and/or brief paper) to receive credit. Please be aware that extra credit work will always consist of attending an **outside-of-class event**. Most of these opportunities will likely have an **admission cost**. Extra credit opportunities will be worth **10 bonus points** each at the end of the semester.

## Course Assignments and Point Values

### **Exams (450 points)**

Exam 1 = 150 points (Ch. 1 & 2)

Exam 2 = 150 points (Ch. 6 & 5)

Exam 3 = 150 points (Ch. 4 & 3)

### **Packback Questions (140 points)**

7 Weeks of Packback (20 points per week: 1 question @ 10 points; 2 answers @ 5 points each)

### **Communication Application Activities (60 points)**

5 @ 12 points each

### **Group Member Participation Log (50 points)**

10 points for each of the 5 Communication Application Activities

### **In-Class Workbook Exercises (120 points)**

12 Exercises @ 10 points each (sometimes you will answer only part of an exercise; sometimes you will need to complete 2 exercises that will count as 1)

### **Project Proposal (10 points)**

### **Final Project Paper (150 points)**

### **Research Participation Requirement (20 points)**

**Total Points for Class = 1000 points**

### **How to Determine Your Current Class Grade:**

If you want to know your grade in the class at any given time, add up all of the points you have on Moodle and divide by the number of points possible at that time. DO NOT rely on Moodle's average and NEVER look at Moodle's PROJECTED GRADE. IT WILL NOT BE ACCURATE.

**Course Grading Scale:**

A+ = 1000-970

A = 969-930

A - = 929-900

B+ = 899-870

B = 869-830

B - = 829-800

C+ = 799-770

C = 769-730

C - = 729-700

D+ = 699-670

D = 669-630

D - = 629-600

F = 599-000

Since the +/- system already splits fine hairs between letter grades, I do not round up any scores.

## Calendar of Assignments

- M 8/20 Syllabus
- W 8/22 Ch. 1: What is Communication? (p. 1-7)
- F 8/24 Bring to class: Exercise #1 (p. 9) and Exercise #3 (p. 13)
- M 8/27 Bring to class the following Exercise as assigned below:  
 Last names beginning with A-D: Exercise #2; Question 1 (p.11)  
 Last names beginning with E-I: Exercise #2; Question 2 (p. 11)  
 Last names beginning with J-M: Exercise #2; Question 3 (p. 11)  
 Last names beginning with N-S: Exercise #4 (p. 15)  
 Last names beginning with T-Z: Exercise #5 (p. 17)
- W 8/29 Ch. 2: Workplace Communication (p. 21-30); Bring to class the following Exercise portion as assigned below:  
 Last names beginning with A-D: Exercise #1, Question 1 (p. 31)  
 Last names beginning with E-I: Exercise #1, Question 2 (p. 31)  
 Last names beginning with J-M: Exercise #4, Question 1 (p. 37)  
 Last names beginning with N-S: Exercise #4, Question 2 (p. 37)  
 Last names beginning with T-Z: Exercise #4, Question 3 (p. 37)
- F 8/31 Bring to class: Exercise #5 (p. 39-40)

**[Packback Question and Answers due by 11:59 PM Friday]—1 {Content must relate to information in Ch. 1 or Ch. 2}**

- M 9/3 **No Class: Labor Day**
- W 9/5 Groups Assigned
- F 9/7 Evaluation of past communication application activities

**[Packback Question and Answers due by 11:59 PM Friday]—2 {Content must relate to information in Ch. 2}**

- M 9/10 Workshop
- W 9/12 Communication Application Activity #1, Scoresheet, and Group Member Participation Log Due
- F 9/14 **Exam #1 (Ch. 1 & Ch. 2)**

**[No Packback Questions or Answers due this week! Please Do NOT post questions!]**

- M 9/17 Ch. 6: Art and Culture (p. 145-158); Bring to class assigned Exercise (See Moodle for List)
- W 9/19 Cultural Storytelling
- F 9/21 Bring to class assigned Exercise (See Moodle for List)

**[Packback Question and Answers due by 11:59 PM Friday]—3 {Content must relate to**

**information in Ch. 6}**

M	9/24	Parody
W	9/26	Evaluation of past communication application activities
F	9/28	Workshop

**[Packback Question and Answers due by 11:59 PM Friday]—4 {Content must relate to information in Ch. 6}**

M	10/1	Communication Application Activity #2, Scoresheet, and Group Member Participation Log Due
W	10/3	Ch. 5: Visual and Mediated Communication (p. 115-134)
F	10/5	<b>No Class: Fall Holiday</b>

**[No Packback Questions or Answers due this week! Please Do NOT post questions!]**

M	10/8	Bring to class assigned Exercise (See Moodle for List)
W	10/10	Bring to class assigned Exercise (See Moodle for List)
F	10/12	Evaluation of past communication application activities

**[Packback Question and Answers due by 11:59 PM Friday]—5 {Content must relate to information in Ch. 5}**

M	10/15	Workshop
M	10/17	Communication Application Activity #3, Scoresheet, and Group Member Participation Log Due
F	10/19	<b>Exam #2 (Ch. 5 &amp; Ch. 6)</b>

**[No Packback Questions or Answers due this week! Please Do NOT post questions!]**

M	10/22	Ch. 4: Communication in Human Relationships (p. 73-88); Bring to class assigned Exercise (See Moodle for List)
W	10/24	Bring to class assigned Exercise (See Moodle for List)
F	10/26	Evaluation of past communication application activities

**[Packback Question and Answers due by 11:59 PM Friday]—6 {Content must relate to information in Ch. 4}**

M	10/29	Workshop
W	10/31	Communication Application Activity #4, Scoresheet, and Group Member Participation Log Due
F	11/2	Ch. 3: Advocacy and Social Justice (p. 41-55); Bring Exercise #1 (p. 57-58) and Exercise #2 (p. 59) to class – you will complete them DURING class time today.

**[No Packback Questions or Answers due this week! Please Do NOT post questions!]**

- M 11/5 Pathos
- W 11/7 Bring to class assigned Exercise (See Moodle for List)
- F 11/9 Evaluation of past communication application activities

**[Packback Question and Answers due by 11:59 PM Friday]—7 {Content must relate to information in Ch. 3}**

- M 11/12 Workshop
- W 11/14 Communication Application Activity #5, Scoresheet, and Group Member Participation Log Due
- F 11/16 **Exam #3 (Ch. 4 & Ch. 3)**

**[Reminder: It's a good idea to have RPR completed by this time.]4**

- M 11/19 **Project Proposal Due**
- W 11/21 No Class: Thanksgiving
- F 11/23 No Class: Thanksgiving
  
- M 11/26 Discussion of Final Project Papers
- W 11/28 TBA
- F 11/30 TBA

**Final Project Papers Due by 3:00 PM on Wed. Dec 5.**

**--I will be in my office at this time to collect papers.**

**--You may also turn them in at any time prior to this. Place them in the box outside my office.**

**--I will NOT accept papers via email. No Exceptions!!!**