

Instructor: **Greg Langner**  
Email: **glangn1@lsu.edu**

Office: **Coates 321**  
Office hours: **T/Th 12:30 – 2:30 PM**

**Required Textbook:**

Butcher, Joni. *The 5 Pathways of Communication*. 3rd ed. Kendall Hunt, 2016.

*Additional materials* will be distributed through Moodle as needed.

**Course Overview and Outcomes:**

This course introduces students to the practical fundamentals of Communication as both an academic discipline and as a vital professional skill, emphasizing the following five areas: (1) Workplace (Business) Communication; (2) Public Discourse and Social Advocacy (Political Communication); (3) Visual and Mediated Communication (Film, Social Media, etc.); (4) Communication in Human Relationships; and (5) Art and Culture.

As a result of this course, students should be able to:

1. Learn to apply vital critical thinking skills through practices of speaking, writing, and everyday action.
2. Develop a readiness to apply the key concepts learned from each section across a range of professional conditions.
3. Learn to effectively assess social and cultural circumstances through critical analysis of meaning, interpretation, and historical origin.

**Communication Studies as an Academic and Professional Discipline:**

Study after study demonstrates the top skill valued across virtually every professional industry is the ability to effectively communicate, closely followed by the ability to think critically and creatively.

Communication-centered professions and entire fields of industry connect the public with organizations of all forms and sizes. Everything from Human Resources, to Events Management, to Organizational Promotion, to Inter-organizational relations, to Sports Management, to Consumer Relations, to Campaign Politics, and Global Diplomacy all require professionals with an in-depth, practice-based understanding of communication tactics and strategies that ensure cohesion among groups and individuals.

Communication permeates throughout societies and cultures, shaping our perceptions and understandings of reality. Accordingly, Communication as an academic and professional discipline is best understood when studied and practiced from multiple angles.

As students, we often find ourselves uncertain of what career path best suits us. College, after all, is an opportunity to explore our interests, and find new passions. Simply put, no other academic degree prepares students for the demands of a professional world better than Communication Studies.

# COURSE POLICIES

## SPECIAL NEEDS ACCOMMODATION

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 with [LSU Disability Services](#) (124 Johnston Hall) so that such accommodations can be arranged. After you receive the accommodation letters, please meet with me to discuss the provisions of those accommodations during the first two weeks of class.

## ATTENDANCE & LATE WORK

If you are absent, you will not be allowed to turn in assignments or give presentations that were due, or to make up any quizzes, exams, or projects. The only possible exception is if you have a documented, excused absence. Notify the instructor in advance if you know you are going to miss class, and the reason for your absence.

Failing to attend class on presentation days, without an excused absence *and* prior notification given to the instructor, will result in a severe penalty to your overall grade. If you fail to deliver any of your five required project presentations, you will be unable to receive a passing grade in the class.

## CLASSROOM RESPECT

Do not talk over others. Give your full attention during class discussions, lectures, workshops, and performances. Arrive to class *on time*. Regularly communicate with your instructor as needed. If you are late (don't be), *do not ever enter the classroom during another student's presentation*. Wait for applause, then enter.

## PLAGIARISM & ACADEMIC INTEGRITY

Plagiarism will not be tolerated. If you plagiarize even a portion of any assignment, exam, etc., you will receive an automatic 'F' in the class.

## TECH & EMAIL

Do not have your phone out during class (seriously); keep your phone on silent or vibrate. If you use your phone during another student's presentation, you will automatically lose 10% of your grade on that same assignment. Laptops and tablets are not permitted in this class unless otherwise confirmed by the instructor.

Always use your campus email when emailing the instructor; always state your first and last name, and the title and section number of the class in the *subject line* of the email. When the instructor replies to your questions via email, always respond to confirm (this is a good habit in most professional settings).

## EXTRA CREDIT

Extra credit *may* be offered at some point, but there are no guarantees for any extra credit opportunities.

## ASSIGNMENTS & GRADES

### PARTICIPATION

**30% of your total grade.** You will never receive credit for simply showing up to class. Earning a Participation grade means actively and consistently engaging in class discussions, lectures, and activities, and with a demonstrated understanding of the material.

### CLASS CONTRIBUTION SUBMISSIONS

**17% of your total grade.** Throughout the semester you will be instructed to make specific online contributions to help initiate and motivate in-class discussions. Details for these (relatively small) assignments will only be given *during class time* — instructions for these assignments will not be posted online, and they will not be communicated over email.

### CREATIVE PROJECTS / EXAMS

**50% of your total grade.** You will design and complete one core project for each area of study in this course. The design for each Creative Project is largely open to your own interpretation. Most importantly, each project must demonstrate your understanding and ability to apply the concepts from each area of study. Every project must include the following elements: a (1) visual component; a (2) 2-3 minute verbal presentation; and (3) a 1-2 page critical reflection (in MLA or APA).

**Project 1: Business & Professional Communication**

**Project 2: Communication of Human Relationships**

**Project 3: Art & Culture (Midterm)**

**Project 4: Communication & Visual Media**

**Project 5: Public Discourse & Social Advocacy (Final)**

### R.P.S.

**3% of your total grade.** See instructions on the final page of the syllabus. I am unable to assist you with this portion of your grade (because it is out of my control).

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<b>A+</b> (97% – 100%)	<b>B+</b> (87% – 89%)	<b>C+</b> (77% – 79%)	<b>D+</b> (67% – 69%)	<b>F</b> (0% – 59%)
<b>A</b> (93% – 96%)	<b>B</b> (83% – 86%)	<b>C</b> (73% – 76%)	<b>D</b> (63% – 66%)	
<b>A-</b> (90% – 92%)	<b>B-</b> (80% – 82%)	<b>C-</b> (70% – 72%)	<b>D-</b> (60% – 62%)	

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## TENTATIVE SCHEDULE

Week	Day	Class Agenda	Material(s) Due
1	T 8/21	Introductions & Syllabus Review	
	Th 8/23	<b>Overview of Business &amp; Professional Comm.</b>	Chapters 1 & 2
2	T 8/28	Resume Building & Interview Planning	
	Th 8/30	Interview Practice	
3	T 9/4	Brand & Crisis Management	Online Reading
	Th 9/6	<b>Project 1 Presentations</b>	<b>Project 1 Due</b>
4	T 9/11	<b>Overview of Comm. of Human Relationships</b>	Chapter 4
	Th 9/13	Family Communication	Online Reading
5	T 9/18	Community Crisis Support	Online Reading
	Th 9/20	Narratives on Bullying	Online Reading
6	T 9/25	<b>Project 2 Presentations</b>	<b>Project 2 Due</b>
	Th 9/27	<b>Overview of Art &amp; Culture</b>	Chapter 6
7	T 10/2	Festivals & the Carnavalesque	Online Reading
	Th 10/4	<b>NO CLASS: FALL HOLIDAY</b>	
8	T 10/9	Music & Culture	Online Reading
	Th 10/11	<b>NO CLASS: INSTRUCTOR AT CONFERENCE</b>	
9	T 10/16	Performance as a Spectrum; Installation Art	Online Reading
	Th 10/18	Fandom	Online Reading
10	T 10/23	<b>Midterm / Project 3 Presentations</b>	<b>Project 3 Due</b>
	Th 10/25	<b>Overview of Communication &amp; Visual Media</b>	Chapter 5
11	T 10/30	Social Media Engagement	Online Reading
	Th 11/1	Film Practice & Analysis	Online Viewing
12	T 11/6	Videogames & Cartoons	Online Viewing
	Th 11/8	<b>NO CLASS: INSTRUCTOR AT CONFERENCE</b>	
13	T 11/13	<b>Project 4 Presentations</b>	<b>Project 4 Due</b>
	Th 11/15	<b>Overview of Public Discourse &amp; Social Advocacy</b>	Chapter 3
14	T 11/20	Conf. Bias & Echo Chambers; Empirical Disparities	
	Th 11/22	<b>NO CLASS: THANKSGIVING HOLIDAY</b>	
15	T 11/27	The Political Cartoon	
	Th 11/29	Dichotomies of Discourse	
<b>Final</b>	Th 12/6	<b>Final / Project 5 Presentations (12:30 – 2:30 PM)</b>	<b>Project 5 Due</b>

See the [LSU Academic Calendar](#) for additional important dates.

## Research Participation Requirements

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 credits must be completed and allocated by **Tuesday of the LAST WEEK of class at 11:55 PM** (the Tuesday of dead week). 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).