Communication 200
Communication and Social Science
Spring 2015

Number of Units: 4
Tues, Thurs – 11:00 am to 12:20 pm
Section: 20327R
Location: ASC G-26

Ken Sereno
ASC 202-C
(213) 740-3952 (Office)
sereno@usc.edu

Office Hours:
- Tuesdays: 10:00-10:40; 3:30-5:00
- Wednesdays: 10:00-11:30; 1:30-3:30
- Thursdays: 10:00-10:40; 3:30-5:00
Other times by arrangement.

Please drop by and introduce yourself. I’d like to get to know you. I’m also available to talk about questions, problems, or concerns you may have about this class, your major, career or anything else. If you can’t make my office hours, talk with me before or after class or call or email me and we can arrange another time.

Teaching Assistants:
- Selene Hiu  
  huchiwe@usc.edu
- Wenlin Liu  
  wenlinliu@usc.edu
- Jieun Shin  
  jieunshi@usc.edu
- Minhee Son  
  minheeso@usc.edu

Texts:
Available at USC Bookstore.
Also available on Amazon.com in Kindle or paperback versions.


You may download the notes by going to the Blackboard Comm 200 Home Page. The notes are in “Content” in the upper left menu. The notes will have blanks (definitions, descriptions, examples, comparisons and contrasts). You will get this information in the lectures.

Top Hat:
Top Hat is a web application that allows me to record attendance and that allows you to respond to Multiple Choice questions that I put on the screen using your laptop, iPad, tablet, iPhone, smart phone, flip phone, etc. **You must purchase a Top Hat account**, which you obtain from the Top Hat website. To obtain an account, go to [https://www.tophat.com](https://www.tophat.com). Click on “Student Signup” and follow directions. Register for “Comm 200 Spring 2015.”

**Course Description:**
This course is a survey of fundamental content in communication. It focuses upon issues in defining communication; the nature of social scientific scholarship; major social scientific perspectives on the communication process; the role of theory in research; beginning research methods; core theories of message production, reception and persuasion; and major contextual theories of interpersonal, group, organizational, mediated and mass communication.

**Course Objectives:**
1. To have you describe and explain the nature, usefulness, methods and issues connected with a social scientific approach to the study of communication.
2. To have you describe and explain the major perspectives, issues, and theories of communication.
3. To have you demonstrate your ability to use constructs from theories of communication to explain actual communication behavior.

**Grading:**

Examination 1 100 points  
Examination 2 100 points  
Examination 3 100 points  
Final Examination 100 points

Standards for letter grades:

- A = 90-100 points  
- B = 80-89 points  
- C = 70-79 points  
- D = 60-69 points  
- F = Below 60 points

I give plusses and minuses. For example, B grades are assigned as follows:

- B- = 80-82  
- B = 83-86  
- B+ = 87-89

I do not grade on a curve. I will give as many As, Bs, etc. as are earned. Your course grade will be an average of all of your grades.

**Examinations:**
Each examination will consist of the following parts:

- **True-False** 10-15 points (10-15 one-point questions)
- **Multiple Choice** 40-50 points (20-25 two-point questions)
- **Short Answer** 30-40 points (3-5 twelve-point questions)
- **Essay** 20 points (1 question)

**Final Examination:**
The Final Examination will **not** be cumulative.

**Students with Learning Disabilities**
Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to your TA as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m.–5:00 p.m., Monday through Friday. Website and contact information for DSP:
http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html,
(213) 740-0776 (Phone), (213) 740-6948 (TDD only), (213) 740-8216 (FAX)
ability@usc.edu.

**Examinations and Religious Holy Days**
You may arrange to take an exam on an alternative date if the exam falls on a religious Holy Day. **Notify your TA at least one week in advance of the holy day.** Do not expect to be excused from taking the exam on the assigned date if you fail to notify your discussion instructor one week in advance of the Holy Day.

**Obtaining Your Examination Grades:**
Your exam will be passed back for you to examine in your Discussion Section after all exams have been graded. This will be about one week after the exam is given. If you are absent when the exams are returned, it is your responsibility to ask your TA to see your exam. If you have any questions or concerns about a grade, see your TA during his/her Office Hours. Questions or complaints about Exam 1 must be brought to your TA’s attention before Exam 2 is administered; questions or complaints about Exam 2 must be raised before Exam 3 is given; concerns about Exam 3 must be raised before the Final Exam is given. (We will not go back over your exams after you receive your course grade and hunt for extra points.) Grades will be posted on Blackboard. It is your responsibility to be aware your grades.
Make-up Exams:
Make-up exams will be held on the following lecture day after an exam is given. Thus, the make-up exam for a Tuesday exam will be on the following Thursday during class time (i.e., 11:00-12:20). The rooms where the make-up exams will be held will be placed on Blackboard. Get someone to take notes or tape record the lecture for you. **You may take the make-up exam without penalty if you have a valid, verifiable excuse.** If you do not have a valid excuse, you may still take the make-up exam, but you will be penalized 10 points. Notify your TA if you have to take a make-up exam. Bring your excuse when you take the make-up. If you miss both the exam and the make-up exam, you must arrange a day and time to take the exam with your TA. If you have a verified excuse for missing both the exam and make-up exam, you may take the exam without penalty. If you have no excuse for missing the exam or its make-up, you may still arrange with your TA to take the exam, but you will be penalized 20 points.

Attendance in Lectures:
Attendance in Lectures will be recorded through Top Hat. You may earn a maximum of 20 points for attendance (5 percent of course grade). To earn 20 points you must attend 85 percent or more of the classes recorded by Top Hat. Points you earn will be added to the total number of points you earn on the four exams.

Attendance and Participation in Discussion Section:
Attendance will be taken in your Discussion Section. Your participation will be noted. Excellent attendance and outstanding participation may determine whether your grade will be raised if your final average is at the borderline between two grades; e.g., if your average is at the borderline between B and A (e.g., 89). **If you have more than three unexcused discussion section absences your grade will not be raised even if you have outstanding participation.** Remember, it takes *both* excellent attendance and outstanding participation for a borderline grade to be raised.

Bonus Points
You may earn a possible 12 bonus points, which will be added to the total number of points you earn on the four exams. You may earn points for participating as a subject in communication research studies conducted by School of Communication faculty, graduate students, and advanced undergraduate students *outside of class/discussion sections.*

You must also write a one-page reaction paper. The first half of the paper should describe the study; the last half should note connections you see between your research experience and any content you are learning in class.

Turn in your reaction paper to your TA. Each research study you participate in and write a report on will be worth 4 points. You may participate in a maximum of three research studies.

You will not receive bonus points for studies conducted during lecture or in your discussion section. Opportunities to sign-up for research studies will be announced in class.

Academic Integrity Policy:
The following is the USC Annenberg School of Communication’s policy on
academic integrity and repeated in the syllabus for every course in the school:

USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one’s own academic work from misuse by others as well as to avoid using another’s work as one’s own. All students are expected to understand and abide by these principles. SCampus, the Student Guidebook, (www.usc.edu/scampus or http://scampus.usc.edu) contains the University Student Conduct Code (see University Governance, Section 11.00), while the recommended sanctions are located in Appendix A.

All academic integrity violations will be reported to the office of Student Judicial Affairs & Community Standards (SJACS), as per university policy, as well as Communication school administrators.

In addition, it is assumed that the work you submit for this course is work you have produced entirely by yourself, and has not been previously produced by you for submission in another course or Learning Lab, without approval of the instructor.

Add/Drop Dates:
Jan. 30 Last day to register and add classes.
Jan. 30 Last day to drop a class without a mark of “W,” except for Monday classes, and receive a refund.
Jan. 30 Last day to change enrollment option to Pass/No Pass or Audit.
Jan. 30 Last day to purchase or waive tuition refund insurance.
Feb. 3 Last day to drop a Monday-only class without a mark of “W” and receive a refund or change to Pass/No Pass or Audit.
Apr. 10 Last day to drop a class with a mark of W.

Respectful Behavior
I will communicate with respect to each of you. I expect you to communicate with me and with each other with respect.

I will start class on time and end class on time. I expect you to be in class before 11:00 so that I may start promptly. Coming to class late or leaving early shows a lack of consideration for your fellow students and disrespect for me.

Turn off your cell phones and pagers when you come to class. To let your phone ring in class is not only disruptive but also insensitive and rude.

A Personal Note:
I hope that you find the course informative, that it helps you feel comfortable about Communication as a major, that you meet new and possibly, lifelong friends, and, finally, that you have a very enjoyable and successful semester.

Class Schedule
Spring 2015
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<tr>
<th>Date</th>
<th>Day</th>
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<tbody>
<tr>
<td>Jan.</td>
<td>13</td>
<td>Orientation</td>
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<td>Jan.</td>
<td>15</td>
<td>Ch. 1 Introduction to Communication Theory</td>
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<td>Ch. 2 Theory Development</td>
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<td>Feb.</td>
<td>3</td>
<td><strong>Examination 1</strong> (Chapters 1 and 2)</td>
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<td>Ch. 3 Cognition and Intrapersonal Communication</td>
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<td>Ch. 7 Persuasion</td>
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<td>Mar.</td>
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<td><strong>Examination 2</strong> (Chapters 3 and 7)</td>
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<td>Organizational Communication</td>
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<td>Mass Communication</td>
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<td><strong>May 4</strong></td>
<td>All Make-Up Exams</td>
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<td><strong>May 12</strong></td>
<td>Final Examination (Chapters 6 and 9) 11:00 am – 1:00 pm</td>
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*Note: Changes to the schedule may have to be made.*