

USC Annenberg School of Communication
COM 200: Communication and Social Science (4 units)
Spring 2017
Schedule # 20327R

Professor: Dr. Carmen M. Lee

Email: carmenml@usc.edu

Office Hours: Tues., 2:00-4:00 p.m.

Wed. 10:00-11:30 a.m., & by appt.

Office: ASC 121-F

Office Telephone: (213) 740-9897

Meeting Time: **Tues. & Thurs., 9:30-10:50 a.m.**

Class Location: **ANN L105A**

Teaching Assistants

Christina 'Christy' Hagen

Prawit 'Wit' Thainiyom

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Office Hour(s)

TBA

TBA

*All Teaching Assistants are located in ASC G4 (Annenberg School of Comm., Ground Floor-West Lobby)

Course Description

This course is designed to provide students with an introduction to theories used in the field of communication. Through lectures, readings, and discussion sections, students will work with theories applicable to a broad range of communication contexts (e.g., intrapersonal, interpersonal, persuasion, health, groups/organizations, intergroup/intercultural, computer-mediated, and mass media). We will consider the ways in which theories are constructed and evaluated. Moreover, we will examine empirical research findings that support (and do not support) theoretical assumptions and propositions. This course is also designed to prepare students for upper division coursework in the communication major as well as to help students learn to apply abstract concepts to everyday life.

Course Objectives

The major objective of this course is to provide an overview of the more social scientific theories of communication. By the end of the semester, you will be able to:

- Explain the specific goals of theorizing about communication in various contexts;
- Compare and contrast communication theories in order to understand and evaluate communication behavior;
- Evaluate the strengths and limitations of various communication theories;
- Apply communication theory to 'real-world' experiences/context.

Required Readings/Materials:

Dainton, M., & Zelle, E. D. (2015). *Applying communication theory for professional life: A practical introduction* (3rd ed.). Thousand Oaks, CA: Sage.

Top Hat (www.tophat.com), is a student response and engagement system. A subscription to Top Hat is required for use in all class lectures. You must bring a laptop, cellphone (capable of SMS text messages), or tablet to class to use the system. Subscriptions can be purchased through Top Hat or from the USC bookstore. A one-semester license, which can be used for all courses in a semester requiring this system, costs approx. \$20. Additional Top Hat user information is located on Blackboard.

All additional required readings/course materials will be made available on Blackboard (Bb).

Recommended Supplemental Materials:

American Psychological Association (2009). *Publication manual of the American Psychological Association* (6th ed.). Washington, DC: American Psychological Association.

Course Requirements

1. Class Participation

This course depends on each participant for its energy and vitality! Students are expected to: (1) read the assigned readings *before* class/section, (2) come to each class/section prepared to discuss the subject matter, and (3) actively participate in the class/section. Participation does not just mean talking! Good participation involves coming to class/section on time with questions about readings to share with the class, volunteering answers to questions that are insightful, actively listening to others' contribution to discussion, and moving the discussion along toward a shared understanding. Classroom participation will be assessed with the use of Top Hat. Participation credit will be awarded based on class attendance and submission of in-class answers to questions. Class participation is worth 10% of your final grade.

2. Discussion Section

Discussion sections are an important component of the course. Discussion sections provide an opportunity to clarify course material, but also allow for more in-depth discussion and analysis of some of the major theories addressed in the course. Your Graduate Teaching Assistant, as the section leader, will provide you with more information about what will occur in the discussion sections. Discussion section attendance is expected and essential for discussion section credit. Switching discussion sections is prohibited; students should always attend their own discussion section. After five (5) absences in discussion section, your discussion section grade *may* be reduced by 1% for **each** subsequent absence. Discussion sections are worth 10% of your final grade.

Students who do miss a class or discussion section are expected to have read the material and actively find out what they missed. You should approach another classmate for missed notes and, if clarification is needed, meet with your Instructor or Graduate Teaching Assistant. **Instructor lecture notes or PowerPoint slides are not provided to students in this course.**

3. Exams

There will be three (3) exams given throughout the course. The exams are NOT cumulative; however concepts do build upon each other. Both lecture material and assigned course readings will be covered on the exam; therefore, attending all lectures and perusal of all assigned readings is essential. Exams *may* consist of true/false, multiple-choice, fill-in-the-blank, and short answer/essay questions. There will be a review prior to each exam. All exams are to be taken in class on the designated exam dates. Your exams will not be returned to you, but you are welcome to peruse your exam during office hours or a scheduled appointment. Each exam is worth 20% of your final grade.

In the rare event that an *extreme* emergency arises (i.e., you are in the hospital, there was a death in the family, etc.), it is your responsibility to: (1) inform your Instructor prior to the scheduled exam time, and (2) provide the Instructor with verifiable written documentation of the emergency (e.g., medical note from a certified physician). If your excuse is deemed valid and can be verified, you will be allowed to make up the missed exam (*in a timely manner*) at the discretion of the Instructor. Exam I will be held on **February 14, 2017**; Exam II will be held on **March 28, 2017**; Exam III will be held on **May 09, 2017 (8:00-10:00 a.m.)**.

4. Library Treasure Hunt

The purpose of this assignment is to familiarize you with locating materials related to communication topics and how to reference these materials in an acceptable style format. In groups of 3-4 students, students will receive a list of items to locate in the library database system. Once the group has located all items, the items will be indicated in proper APA (6th ed.) format. **For more information, see the 'Library Treasure Hunt Assignment' on Blackboard** (Assignments tab). This assignment is due **February 03, 2017** and is worth 5% of your final grade.

5. Theory Comparison Paper

You will complete a *research* paper (5-6 pages) that focuses on explaining a communication phenomenon from two theoretical perspectives. The purpose of this assignment is to increase your understanding of how theory helps us understand communication phenomena; to help you to critically assess the differences between theories; to aid you in learning how theory is tested and shaped through empirical research; and have you develop skills for doing library research in the social sciences and for reading and understanding articles in

scholarly journals. **A more detailed description of the ‘Theory Comparison Paper’ assignment can be found on Blackboard** (Assignments tab). The research paper is due **April 14, 2017**. The paper is worth 15% of your final grade.

Your own original analysis and thinking should be evident in the paper. You must also be very clear in identifying what material is original with you and what is taken from other sources. Give complete citations of all material taken from other sources and identify whether it is taken from a primary source or a secondary source (primary sources are *preferred*). The paper should demonstrate good command of grammar, punctuation, organization, and a scientific reporting style, as well as general ability to articulate your ideas and conclusions. **Late papers will be penalized the equivalent of ½ letter grade for each day (not business day) late.**

Excused/Unexcused Absences

All excuses are not valid. Missing a class or discussion section because of a job interview, work obligation, vacation, or wedding is not a valid excuse. A class/discussion section missed because of a religious holyday obligation, student-athlete university-sponsored away event, death in the family, or a personal medical emergency is a valid excuse.

However, excused absences are **ONLY** provided under the following circumstances: (1) the student must contact the Instructor/GTA before the missed class with a valid excuse (see list above) and (2) provide the Instructor/GTA with verifiable written documentation of the valid excuse (e.g., a medical note from a certified physician, a funeral program, a student-athlete advisor letter). Regardless of the validity of the excuse, students who fail to contact the Instructor/GTA before the missed class/section will not receive an “excused” absence. If an excused absence is provided, students will be allowed to make up a missed assignment (e.g., research paper) in a timely manner.

Missing or Inaccurate Score Inquiries/Disputes

Scores for all assignments and exams are regularly updated on Blackboard. You are responsible for notifying the Instructor and/or GTA **within two (2) weeks** of a score posting if you think a score is missing or inaccurate. Moreover, you only have this period of time to contest a score on an assignment/exam. If you fail to inquire/notify us of any discrepancy, missing score, or contest a score within two weeks of the date the score is posted, no further changes will be made.

Extra Credit Opportunities

There *may* be extra credit opportunities available. Extra credit is not guaranteed as it is dependent on the need of research participants in departmental research or a relevant Annenberg School of Communication sponsored event. If extra credit opportunities are made available, students can receive 2 points for each half-hour of participation (max. 8 points).

Assessment:

You will be assessed on the following requirements:

<u>Requirements</u>	<u>% Of Final Grade</u>	<u>Point Equivalent</u>	<u>Date Due</u>
Class Participation	10%	40	<i>weekly</i>
Discussion Section	10%	40	<i>weekly</i>
Exam I		80	02/14/17
Exam II	60%	80	03/28/17
Exam III		80	05/09/17
Library Treasure Hunt	5%	20	02/03/17
Theory Comparison Paper	15%	60	04/14/17
<i>Total</i>		<i>400 pts. possible</i>	

IMPORTANT: Grades are based on the work completed from the first and last day of class. Per USC policy, “No student is allowed to re-take a final examination or do extra work in a course after the semester has ended for purposes of improving his or her grade.”

Grading

The following scale will be used to assign final course grades:

<u>Points</u>	<u>%</u>	<u>Grade</u>	<u>Points</u>	<u>%</u>	<u>Grade</u>
376-400	94-100	A	292-307	73-76	C
360-375	90-93	A-	280-291	70-72	C-
348-359	87-89	B+	268-279	67-69	D+
332-347	83-86	B	252-267	63-66	D
320-331	80-82	B-	240-251	60-62	D-
308-319	77-79	C+	0-239	≤59	F

Course PoliciesAcademic Integrity Policy

The Annenberg School of Communication maintains a commitment to the highest standards of ethical conduct and academic excellence. Any student found responsible for plagiarism, fabrication, cheating on examinations, or purchasing papers or other assignments will be reported to the Office of Student Judicial Affairs and Community Standards and may be dismissed from the School of Communication. There are no exceptions to the school's policy (University of Southern California Catalogue, 2016-2017).

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 as set forth in [SCampus](#).

The university does not tolerate discrimination, sexual assault, and harassment. You are encouraged to report incidents to the Office of Equity and Diversity <http://equity.usc.edu> or to the Department of Public Safety <http://adminopsnet.usc.edu/department/departement-public-safety>. This is important for the safety of the whole USC community. Another member of the university community (e.g., a friend, classmate, advisor, or faculty member) can help initiate the report, or can initiate the report on behalf of another person. The Center for Women and Men <http://www.usc.edu/student-affairs/cwm/> provides 24/7 confidential supports, and the sexual assault resource center webpage <http://sarc.usc.edu> describes reporting options and other resources.

Disability Service Accommodations

If you are a student with a disability and believe you will need accommodations for this class, it is your responsibility to contact Disability Services and Programs (DSP). You need to make a request with DSP for each academic term that accommodations are desired. To avoid any delay in the receipt of your accommodations, you are encouraged to do this **no later than the first week of class**. Students taking courses in the Annenberg School of Communication will need to share and discuss their letters with their Instructor and forward a letter to the Office of the Director (ATTN: DSP). Please note that accommodations are not retroactive, and that accommodations based upon disability cannot be provided until you have presented your Instructor with an accommodation letter from DSP. Your cooperation is appreciated. Disability Services & Program contact information: (213) 740-0776 or http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html

Classroom Comportment

Students are expected to engage in behaviors that enhance the learning environment. The Instructor/GTA is responsible for optimizing learning for not only individual students but for all students in the course. Thus, disruptive behaviors will not be tolerated. These behaviors include: not listening, pretending to listen while secretly texting or using electronic devices, speaking without being recognized, making fun or otherwise berating/disparaging the remarks of another person, etc. **Disruptive behaviors may adversely affect your overall course grade.**

Student-Athlete Travel Excuse Letters

Prior to a university-sponsored away competition, Student-Athletes are responsible for providing their GTA or Instructor with a Competition Excuse Letter (provided by their academic counselor) for the classes missed while

on the road (i.e., excused absence). It is the responsibility of the Student-Athlete to provide the letter prior to leaving on their trip and to make arrangements for a make-up of any missed assignments or exams.

Laptops/Electronic Devices

Laptops/Tablets may be used during class for note-taking purposes. Please do not use devices for any purpose unrelated to our class. Other electronic devices (e.g., cell phones, iPods, etc.) should only be out and in use when completing Top Hat attendance and in-class questions. If you need to use your phone for any other reason, please excuse yourself from the classroom.

Recording Policy

Students may not record any portion of a classroom lecture, discussion, or review **without the prior and explicit written permission of the course instructor**. The unauthorized use of any form of device to audiotape, photograph, video-record or otherwise reproduce (in whole or in part) lectures, course notes, or teaching materials provided by the instructor is forbidden. Students registered with Disability Services and Programs (DSP) who are unable to take or read notes have the right to audio record class lectures for their personal study only. Lectures recorded for this purpose may not be shared with other people without the consent of the Instructor. Furthermore, permission granted for recording of a lecture, discussion, or review also requires the observation of privacy guidelines and regulations for students in the class whose presence or statements might also be recorded.

Intellectual Property

The syllabus, lectures, handouts, and Blackboard content fall under personal and university-wide intellectual property policies. Anything other than personal use (e.g., organized recording, duplication, or distribution) on your part represents a violation of copyright and fair use laws.

Incomplete Work (IN)

A mark of incomplete is used to reflect work not completed because of documented illness or some other emergency occurring after the twelfth week of the semester; arrangements for the IN and its completion should be initiated by the student and agreed by the Instructor prior to the final exam. Incompletes will be given only when all University requirements pertaining to them are met. Marks of IN must be completed within one year from the date of the assignment of the IN (USC Catalogue, 2016-2017).

Turnitin.com

Students agree that by taking this course all required papers may be subject to submission for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. You may submit your papers in such a way that no personal identifying information is included.

Consultations

You are more than welcome to contact me in my office, email me, attend office hours, or set up a meeting time. Please do not wait until the night before an assignment is due or an exam to realize that you do not understand it. If you experience difficulty in this course for any reason, please do not hesitate to contact me.

Additional Resources

Student Counseling Services: (213) 740-7711 or <http://engemannshc.usc.edu/counseling/>

Student Counseling Services Counseling Center provides mental health treatment for students as well as assistance with developmental issues (e.g., intimate relationships, cultural adjustment, and identity development). Moreover, they provide assistance to students struggling with emotional urgent concerns. Student Counseling Services is located in Engemann Student Health Center, 1031 W. 34th Street.

ITS Customer Support Center (CSC): (213) 740-5555 or <http://itservices.usc.edu/students/>

The ITS Customer Support Center (CSC) provides support to the USC community for connecting to the USC Network and using supported applications. For help with network connectivity and software, contact CSC. Walk-in support is available in Leavey Library's Information Commons.

Course Schedule*

	Date	Topic	Reading(s)
Week 1	Jan. 10	Introduction to the Course	Syllabus
	Jan. 12	Communication: Definitions and Models	^T Dainton (Chpt. 1, pp. 1-7 <u>only</u>)
	----	<i>Discussion Section</i>	
Week 2	Jan. 17	Approaches: Paradigms & Theories	^T Dainton (Chpt. 2)
	Jan. 19	Approaches: Theories & Research	-----
	----	No Discussion Sections [Jan. 16th-Univ. Holiday]	
Week 3	Jan. 24	Approaches: Evaluating Theory	^T Dainton (Chpt. 1, pp. 9-12 <u>only</u>)
	Jan. 26	Cognition: Attribution	^T Dainton (Chpt. 3, pp. 33-38 <u>only</u>)
	----	<i>Discussion Section</i>	
Week 4	Jan. 31	Cognition: Expectancy Violations	^T Dainton (Chpt. 3, pp. 42-50 <u>only</u>)
	Feb. 02	Cognition: Cognitive Dissonance	^{Bb} Segrin & Nabi (2002)
	----	<i>Discussion Section</i> Assignment due: Library Treasure Hunt (2/3/17)	
Week 5	Feb. 07	Persuasion: ELM and Social Judgment	^{Bb} Infante et al. (2003)
	Feb. 09	Persuasion: TRA/Theory of Planned Behavior	^T Dainton (Chpt. 7)
	----	<i>Discussion Section</i>	
Week 6	Feb. 14	Exam I	-----
	Feb. 16	Interpersonal: Uncertainty Reduction	^T Dainton (Chpt. 3, pp. 39-42 <u>only</u>)
	----	<i>Discussion Section</i>	
Week 7	Feb. 21	Interpersonal: Social Exchange and Relational Dialectics	^T Dainton (Chpt. 5)
	Feb. 23	Interpersonal: Social Penetration	
	----	No Discussion Sections [Feb. 20th-Univ. Holiday]	
Week 8	Feb. 28	Interpersonal: Communication Privacy Management	^T Dainton (Chpt. 5) cont.
	Mar. 02	Interpersonal: Social Information Processing	^{Bb} West & Turner (Chpt. 13)
	----	<i>Discussion Section</i>	
Week 9	Mar. 07	Intercultural: Cultural Variability & Social Identity	^T Dainton (Chpt. 6, pp. 95-101 <u>only</u>)
	Mar. 09	Intercultural: Communication Accommodation	^T Dainton (Chpt. 6, pp. 102-106 <u>only</u>)
	----	<i>Discussion Section</i>	
Spring Break (March 12 – March 19)			
Week 10	Mar. 21	Intercultural: Anxiety/Uncertainty and Face-Negotiation	^T Dainton (Chpt. 6, pp. 106-114 <u>only</u>)
	Mar. 23	Intercultural: Cross-Cultural Adaptation	-----
	----	<i>Discussion Section</i>	
Week 11	Mar. 28	Exam II	-----
	Mar. 30	Groups: Functional Group Decision Making	^T Dainton (Chpt. 8, pp. 137-141 <u>only</u>)
	----	<i>Discussion Section</i>	
Week 12	Apr. 04	Groups: Groupthink	^T Dainton (Chpt. 8, pp. 141-144 <u>only</u>)
	Apr. 06	Groups: Systems and Social Networks	^T Dainton (Chpt. 9, pp. 156-158 <u>only</u>) & (Chpt. 10, pp. 180-183 <u>only</u>)
	----	<i>Discussion Section</i>	
Week 13	Apr. 11	Organizations: Structuration and Organizational Culture	^T Dainton (Chpt. 8, pp. 144-147 <u>only</u>) & (Chpt. 9, pp. 158-162 <u>only</u>)
	Apr. 13	Media: Cultivation and Social Learning/Social Cognitive	^T Dainton (Chpt. 11, pp. 193-196, & 199-206)
	----	<i>Discussion Section</i> Assignment due: Theory Comparison Paper (4/14/17)	
Week 14	Apr. 18	Media: Uses & Gratification	^T Dainton (Chpt. 10, pp. 186-189 <u>only</u>)
	Apr. 20	Media: Agenda Setting and Spiral of Silence	^T Dainton (Chpt. 11, pp. 196-199 <u>only</u>)
	----	<i>Discussion Section</i>	
Week 15	Apr. 25	Media: Diffusion of Innovation and Media Dependency	^T Dainton (Chpt. 10, pp. 176-180 <u>only</u>) & ^{Bb} Griffin (2000)
	Apr. 27	Course Wrap-Up	-----
	----	<i>Discussion Section</i>	
Finals Week		Exam III (Tuesday, May 09; 8:00 a.m. - 10:00 a.m.)	

*Course schedule/content subject to change at Instructor discretion ^TCourse Textbook (Dainton & Zelley) ^{Bb}Blackboard Reading