

**Communication 200**  
**Communication and Social Science**  
**Fall 2013**

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**Office Hours:**

Tuesdays: 3:30-5:00  
Wednesdays: 10:00-11:30; 1:30-3:30  
Thursdays: 10:00-10:40; 3:30-4:00  
Other times by arrangement.

Please drop by--I'd like to get to know you. 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. For those of you who may be intimidated, don't be. There's no pressure. We're just going to say hello. I can answer any questions or concerns you may have. You can tell me if you have any special needs. ☺

**Text:**

Dainton, M. and Zelle, E.D. (2011) **Applying communication theory for professional life**. Thousand Oaks, CA: Sage.  
Available at USC Bookstore.  
Also available on Amazon.com in Kindle or paperback versions.

**Lecture Notes:**

Sereno, K. (2013) **Communication 200 Lecture Notes**.

You may purchase these at the Magic Machine, which is in University Village on Jefferson. It is behind Burger King, Entrance 1, on the left. These notes are bound with a cover and have space to add definitions, examples, explanations, comparisons and evaluations.

You may also download the notes by going to the Blackboard Comm 200 Home Page. The notes are in "Content" in the upper left menu.

**Top Hat:**

Top Hat is a web application 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. I will take attendance through Top Hat. **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>. Click on "Student Signup" and follow directions.

Register for "Comm 200 Fall 2013."

**Course Description:**

This course is a survey of fundamental content in communication. It introduces you to the nature of social scientific scholarship; major social scientific perspectives on the communication process; the role of theory in research; beginning research methods; and major intrapersonal, interpersonal, persuasion, group, organizational and mediated communication theories.

**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 concepts 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	(Not cumulative)
Term Paper	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	(5-8 six-point questions)
Essay	20 points	(1 question)

**Students With Learning Disabilities**

Students with learning disabilities must register with the Disabilities Services and Programs Office. You must notify your TA that you have a learning disability at least two weeks before the first Examination. I will need to sign a sheet that you obtain from the DSP office confirming that you have a learning disability. You must return this sheet to the DSP office at least two weeks before the first Examination. You will take your exams in a separate room in Annenberg.

### **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 discussion instructor at least two weeks 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 two weeks 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 7 to 9 days after the exam is given. If you are absent when the exams are returned, it is your responsibility to ask your Discussion Instructor to see your exam. If you have any questions or concerns about a grade, see your Discussion Instructor during his/her Office Hours. Questions or complaints about Exam 1 must be brought to your Discussion Instructor'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. This semester all midterm exams will be given on Tuesdays; thus, the make-up exams will be administered on the following Thursdays during class time (i.e., 11:00 -12:20). Get someone to take notes or tape record the lecture for you. The rooms where the make-up exams will be held will be distributed in lecture. 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. If you miss both the exam and the make-up exam, you must take the exam on the make-up day for the next exam. For example, if you miss Exam 1 and fail to take it on the make-up day, you must take the make-up exam on the make-up day for Exam 2. Notify your TA if you have to take a make-up exam. Bring your excuses when you take the make-up. If you have no excuse for missing the exam or its make-up, you may still take the exam, but you will be penalized 20 points.

**Term Paper:**

The assignment will be distributed about the seventh week of the semester, which is the point in the semester when I will be discussing theories that are relevant to the paper. You must submit an electronic copy of your paper to your TA and to Turnitin.com. You'll be told how to submit your paper electronically to Turnitin.com when the assignment is distributed in class. Turnitin.com will check your paper for plagiarism against their database of sources from past Comm. 200 papers and from the web. NOTE: All prior submitted Comm. 200 term papers are in the Turnitin.com database.

**Attendance and Participation in Lectures:**

Attendance and participation in Lectures will be recorded through Top Hat. You may earn a maximum of 25 points for attendance and participation (5 percent of course grade). Points you earn will be added to the total number of points you earn on the four exams and term paper. The number of points that you get will depend upon the percentage of lectures you attend and the number of correct responses you make.

**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 and term paper. 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 describing the study and noting the connections you see between your research experience and any content you are learning in class. Turn your reaction paper in 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 Annenberg School for Communication is committed to upholding the University's academic integrity code as detailed in the SCampus guide. It is the policy of the School of Communication to report all violations of the code to the Office of Student Conduct. Any serious violation or pattern of violations of the academic integrity code will result in the student's expulsion from the Communication major or minor.

**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**  
**Fall 2013**

Aug.	27		Orientation
	29	Ch. 1	Introduction to Communication Theory
Sept.	3		Continued
	5	Ch. 2	Theory Development
	10		Continued
	12		Continued
	17		<b>Examination 1</b> (Chapters 1 and 2)
	19	Ch. 3	Cognition and Intrapersonal Communication
Oct.	24		Continued
	26		Continued
	1	Ch. 7	Persuasion
	3		Continued
	8		Continued
	10		Continued

	15		<b>Examination 2</b> (Chapters 3 and 7)
	17	Ch. 4	Interpersonal Communication
	22		Continued
	24		Continued
	29		Continued
	31	Ch. 5	Group Communication
Nov.	5		Continued
	7		Continued
	12		Continued
	14	Ch. 6	Organizational Communication
	19		<b>Examination 3</b> (Chapters 4 and 5)
	21		Continued
	26		Continued
	28		<b>Thanksgiving Holiday</b>
Dec.	3	Ch. 9	Mediated Communication
	5		<b>Term Paper Due</b>
			Continued
Dec.	9		<b>All Make-Up Exams</b>
	17		<b>Final Examination</b> (Chapters 6 and 9), 8:00 - 10:00 AM

Note: Changes to the schedule may have to be made.