

Communication 200
Communication and Social Science
Fall 2015

Ken Sereno

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; 3:30-4:00
Other times by arrangement.

Text:

Dainton, M. and Zelle, E.D. (2015) **Applying communication theory for professional life.** (Third Edition) Thousand Oaks, CA: Sage.
Available at USC Bookstore.
Also available on Amazon.com in Kindle or paperback versions.

Lecture Notes:

Sereno, K. (2015) **Communication 200 Lecture Notes.** On Blackboard.

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, 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>. Click on "Student Signup" and follow directions.

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, mediated and mass 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 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	(Not cumulative)

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 pluses 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)

Support Systems

A number of USC's schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the *American Language Institute* <http://dornsife.usc.edu/ali>, which sponsors courses and workshops specifically for international graduate students. *The Office of Disability Services and Programs* http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html provides certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, *USC Emergency Information* <http://emergency.usc.edu/> will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.

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. 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). The rooms where the make-up exams will be administered will be posted on the Comm 200 Blackboard Homepage in Announcements. 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 immediately email your TA and arrange a day and time when you may take the exam. If you have no excuse for missing the exam or its make-up, you will be penalized 20 points. Bring your excuses when you take the make-up.

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 90 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 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.

You must also write a **one-page reaction paper**. The top half of the paper should describe the study with specific details. The bottom half of the paper should note connections you see between your research experience and any content you are learning in class.

Email your reaction paper to your TA. Each research study you participate in and write a reaction paper 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, in your discussion section or that Dr. Sereno has not approved. Opportunities for bonus points will be announced in class. You will have several opportunities during the semester.

Academic Conduct

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Section 11, *Behavior Violating University Standards*<https://scampus.usc.edu/1100-behavior-violating-university-standards-and-appropriate-sanctions/>. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct/>.

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the *Office of Equity and Diversity* <http://equity.usc.edu/> or to the *Department of Public Safety*

<http://capsnet.usc.edu/department/department-public-safety/online-forms/contact-us>.

This is important for the safety whole USC community. Another member of the university community – such as 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 support, and the sexual assault resource center webpage sarc@usc.edu describes reporting options and other resources.

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.

Please turn off your cell phones 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 2015

Aug.	25		Orientation
	27	Ch. 1	Introduction to Communication Theory
Sept.	1		Continued
	3	Ch. 2	Theory Development
	8		Continued
	11		Continued
	15		Examination 1 (Chapters 1 and 2)
	17	Ch. 3	Cognition and Intrapersonal Communication
	22		Continued
	24		Continued
Oct.	29	Ch. 7	Persuasion
	1		Continued
	6		Continued
	8		Continued
	13		Examination 2 (Chapters 3 and 7)
	15	Ch. 5	Interpersonal Communication
	20		Continued

	22		Continued
	27		Continued
	29	Ch. 8	Group Communication
Nov.	3		Continued
	5		Continued
	10		Continued
	12	Ch. 9	Organizational Communication
	17		Examination 3 (Chapters 5 and 8)
	19		Continued
	24		Continued
	26		Thanksgiving Holiday
Dec.	1	Ch. 10	Mediated Communication
	3	Ch. 11	Mass Communication
Dec.	7		All Make-Up Exams
	15		Final Examination (Chapters 9, 10 and 11), 8:00 - 10:00 AM

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