August 25, 2019

Communication 525:
Social Scientific Approaches to Human Communication Theory

Tuesday 9:30 am - 12:20 pm/ KER 202

Course Requirements

Student Participation: Besides the usual energetic engagement in class discussion, every student will post a commentary on the week’s assigned readings on Blackboard before 7 pm each Monday.

Midterm Writing Assignment: The midterm assignment will cover the lecture and readings from weeks 1-7, approximately. This is a take-home assignment [approximately 8-10 pages].

Final Writing Assignment: The final writing assignment will cover the last half of the course and will have the same structure as the midterm. The exam will be distributed the last day of class and be due one week later.

Course Paper: The course paper will be a research proposal; we will discuss the focus/format in class. After the first few classes, we will devote much of the 3rd hour each week to a discussion of your topics and proposals.
Annenberg School for Communication Academic Integrity Policy
The Annenberg School for Communication is committed to maintaining 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 receive a failing grade in the course and may be dismissed as a major.

Plagiarism
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.

Students with 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 me (or to 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.

Stress Management
Students are under a lot of pressure. If you start to feel overwhelmed, it is important that you reach out for help. A good place to start is the USC Student Counseling Services office at 213-740-7711. The service is confidential, and there is no charge.

Sexual Assault Resource Center
The Center for Women & Men and the Sexual Assault Resource Center are one and the same. Student Counseling Services is a separate place that also offers confidential counseling and support groups on a variety of other topics. To schedule an appointment with Student Counseling Services, call (213) 740-7711 between 8:30 a.m. and 5 p.m. weekdays or visit the Engemann Student Health Center on the University Park Campus
COURSE LECTURE AND READING TOPICS

1. August 27: Nothing Never Happens

1. Edward Hall, *The Silent Language* [Anchor books, 1959], Chapters 3 [The vocabulary of culture], 4 [The Major Triad], 5 [Culture is Communication], & Appendix II, pp. 33-101, 186-194.

2. September 3: Reading People and Messages

1. Erving Goffman, *The Presentation of Self in Everyday Life* [Anchor, 1959], Introduction, Chapter 1 [Performances], & 7 [Conclusion], pp. 1-77, 238-255.

3. & 4. September 10 & 17: Mass Mediated Culture


5. & 6. September 24 & October 1: Culture as Industry and Ideology


7. & 8. October 8 & 15: Publics, Opinions and Public Opinion


9. October 22: Fit to Print or Printing to Fit?


10. October 29: Telling the Public What to Think About


10. **November 5: Who are you calling stupid?**


12. **November 12: Don’t you remember me? I saw you on TV yesterday.**


14. November 26: How WEIRD is our social science?


15. December 3: Disney’s World?
1. Daya Kishan Thussu, “Approaches to theorizing international communication,” *International Communication: Continuity and Change* [Arnold, 19], pp. 53-81