

COMM2025: FUNDAMENTALS OF COMMUNICATION
FALL 2021 Online Asynchronous

Instructor Information*:

Name:
Office:
Email:
Office Hours Virtual:

Course Director:

Dr. Andrew F. Herrmann
Office: Campus Center Building 224
Email: herrmanna@etsu.edu
Office Hours: MW 12:30-1:30; 3:30-4:30
Tues 12:30-4:30 & by appointment

**Please note that your instructor is your point of first contact for the class.*

Email Policy: Keep these professional communication guidelines in mind:

- Use a Specific Subject Line:
 - "Hi" or "Comm 2025" are not helpful.
 - "Change of Major" or "Elevator Pitch Question" are.
- Open with a professional salutation (e.g., "Dear Dr. H")
- Please include:
 - your full name;
 - your ETSU E#;
 - your COMM2025 Section Number;
 - your full email address.

Including this information will help us help you.

Breakout Instructor's Email Policy:

Dr. H's Email Policy: I check my email twice a day until end of business at 5pm. E-mails sent in the evening or on weekends may not get a reply until the next business day.

THIS IS AN ONLINE CLASS: PLEASE READ THE FOLLOWING THOROUGHLY
BEFORE ATTENDING TO THE REST OF THE SYLLABUS

A. Be Sure You Check for Potential Problems

- Are you familiar with computers and the Internet? It our NOT our responsibility to teach you how to use D2L, email, Microsoft Word, opening files on your computer, uploading files to the Dropbox or YouTube, etc. ETSU's ITS page is [here](#).
- Do you have a browser compatible with the ETSU system? For example, Internet Explorer is no longer compatible. A list of compatible software is [here](#).
- Can you navigate and submit work via D2L? Please peruse this course's D2L site to get familiar with it. More information [here](#).
- Do you have access to a digital video camera? Does your computer have a microphone to record audio? Presentations must be recorded and uploaded to YouTube for grading.
- Do you have - and check regularly - a valid ETSU email account? Because of the nature of D2L, instructors can only send email to you at your ETSU email address.

COMM2025: FUNDAMENTALS OF COMMUNICATION
FALL 2021 Online Asynchronous

- Do you have an “office suite” that includes a word processor, presentation application, database, and spreadsheet application that is compatible with the Microsoft Office suite (e.g., Word, Excel, and PowerPoint)? If we can’t open it, we consider it ‘unreceived.’
- Do you have Adobe Acrobat Reader or similar PDF reader?
- Do you have a multimedia player like QuickTime?
- Do you have an ETSU Zoom account? You will need to download Zoom on your computer to attend virtual office hours, and to participate in any synchronous meetings. More Zoom information is [here](#).

B. Department of Communication & Performance Mission Statement: The Department of Communication and Performance advances the understanding of communication by focusing on the ways people communicate with each other personally and professionally, embracing the complexity of human diversity, and examining the ways in which identity and meaning are created through the stories we tell and are told.

The Department of Communication & Performance is committed to fighting social injustice—in our classrooms, our scholarship, and our communities. In that, we—a predominately white faculty—also affirm our commitment to listen to and validate the stories of those directly impacted by racial discrimination. We will continue to use, teach our students to use, and seek out new ways to use, the power of communication and story to create a more humane and equitable world, where all people enjoy life and liberty, regardless of skin color.

C. COVID-19 Policy on Face Coverings: The COVID-19 pandemic situation continually changes. Therefore, ETSU’s policies also change. Please check the COVID-19 policy regularly [here](#).

D. Required Material: We are using a Open Educational Text for our course. We do this because books are expensive and we are trying to save you money. The book is 100% free. The only cost to you is if you decide to print it. You can find the book on D2L as a PDF. The book is:

Communication in the Real World: An Introduction to Communication Studies. Creative Commons. Attribution-NonCommercial-ShareAlike 4.0 International (CC BY-NC-SA 4.0).

Buffy the Vampire Slayer, “Hush”: Season 4, Episode 10. Available free on Hulu.
Also available for \$1.99 on YouTube.

Other readings are on D2L. Which of these reading you have to read and when you have to read them will be noted in the schedule below.

E. Course Purpose: This class is intended to be an introduction to communication theory and practice in various contexts including interpersonal, group, professional, and public with an emphasis on preparing, researching, and developing speaking skills through lectures as well as online materials and assessments.

F. Course Objectives: The objectives of this course are to:

- familiarize students with communication studies as a discipline
- explore communication in contexts, including relational, intercultural, professional, and public communication
- enhance students listening skills
- develop research skills for presentations

COMM2025: FUNDAMENTALS OF COMMUNICATION
FALL 2021 Online Asynchronous

- provide opportunities to prepare and give presentations
- explore how to communicate mindful of diversity

G. Learning Outcomes: This course is designed to enable you to:

- Assess your communication competencies to enhance your communicative skills.
- Demonstrate a working knowledge of communication theory in varied contexts.
- Exhibit competencies in listening, message construction, and presentation, both verbal & nonverbal.
- Critique different communication events or situations and identify communication behaviors appropriate to each.
- Generate responsible communication choices mindful of diversity (e.g., race, gender, sexual orientation, religion, etc.).
- Demonstrate an acceptable level of competence as a communicator.

H. Quick FAQs:

1. When are assignments due? They are listed on this syllabus.
2. I missed class. Did I miss anything? Yes.
3. Will this be on the quizzes? Everything will be.
4. Can I make up a quiz? No. They are online and there is plenty of time to take them.
5. What are the penalties for plagiarism? See the *Student Handbook*.
6. Do you accept late work? No.
7. Do spelling and grammar count? Absolutely.
8. Is there extra credit? No.
9. Do you curve grades? No.

I. Major Assignments and Readings:

- **Dr H Mini Lectures.** Dr. Herrmann will provide you with a short lecture through a link on D2L. That lecture might be a PowerPoint presentation with audio, or a podcast (audio only), or a video presentation. Please watch/listen and take notes.
- **Instructor Mini-Lectures.** While Dr. H does the big Monday Asynch Lecture for all the sections, individual instructors will also record lectures for you to watch.
- **Instructor Office Hours:** You will have questions. About assignments. About readings. About projects. Each week your instructors will have a designated time for a live Zoom meeting with their sections in order to go over assignments, answer questions, and clarify readings.
- **Reading Assignments.** These typically will be from the textbook. Additional readings on D2L.
- **The Course Contract.** Must be signed/put into D2L Dropbox after reading this syllabus and the *Student Handbook*. (15 points)
- **Syllabus & Student Handbook Quiz.** You'll be taking this multiple choice quiz to help reinforce for you the objectives, the goals, assignments, etc. for the course. (30 points)
- **Informative Presentation.** A 4-5 minute presentation on a topic chosen in coordination with your instructor. There is a three source requirement (sources must be credible) for this presentation. Sources must be verbally cited throughout the presentation (author, title, date). **Please note:** All outlines are due on the same date, no matter what day you upload your recorded presentation. (Outlines worth 50 points. Presentation worth 75

COMM2025: FUNDAMENTALS OF COMMUNICATION
FALL 2021 Online Asynchronous

points.) See the *Student Handbook* for details.

- **Elevator Pitch #1.** This 1 minute assignment is to help you pitch yourself, your talents, and skills to a potential employer. See the *Student Handbook* for more details. (50 points)
- **Elevator Pitch #2.** Same as Elevator Pitch #1, except improved and expanded to two minutes. (50 points)
- **Presentation Critiques. Presentation Critiques.** Being a competent communicator includes the ability to listen and observe. Using the information you have learned from the Presentation Evaluation Form (PEF) Lecture – and utilizing the PEFs provided to you on D2L– critique the presentations. Submit completed PEFs into D2L’s Dropbox. You will critique 5 presentations. (Each is worth 10 points)
- **LinkedIn Project.** LinkedIn has become the #1 site for job hunters and for businesses. Your job is to create as complete a profile as possible, including Intro, About, Experience, Education, and Skills sections. You must also connect with your Section Instructor and Dr. Herrmann. (50 points)
- **Discussion Board Post Participation.** We will utilize D2L’s discussion boards to communicate with each other on various topics throughout the semester. There will be a total of 10. On Monday morning of each week I will post a discussion board prompt on D2L in the form of a quote from the text or a question regarding the readings or lecture. Each student must post a response to this prompt, as well as one reply to posts by other students. (In other words you cannot post two posts back to back, because the point is to have rather robust online conversations about the topic at hand.) **You are required to post two insightful replies per prompt based upon your interpretation of the readings. In other words, no uninformed opinions or flaming, although you are always welcome to incorporate other data and material you have read into our conversations.** (10 points each)
- **Online Quizzes:** These online multiple choice quizzes will cover all the readings and the lectures in our course. They are timed at 120 minutes. Remember to save after you answer every question. Incomplete exams get a 0. Technical difficulties are NOT the responsibility of the professor or instructors. If you don’t like a grade you received on your quiz don’t freak out. You have the option to take the quiz an unlimited number of times and we will record only the highest grade you received. There are no make-ups of online quiz – at all. Why? Because they will be open for three days, so you have plenty of time to take them. (Each is worth 50 points)
- **Motivational Presentation.** A 5-6 minute presentation on a topic chosen in coordination with your breakout instructor. There is a 4 source requirement (sources must be credible) for this presentation. Sources must be verbally cited throughout the presentation (author, title, date). **Please note:** All presentation outlines are due on the same date. No matter what day your presentation is assigned, you *must* submit your sentence outline in the Dropbox by the due date. (Outlines worth 50 points. Presentation worth 100 points.) See your *Student Handbook* for more details.

J. Late Work Policy: *Late work will not be accepted under any circumstances.* All assignments must be completed and uploaded by the assigned dates and times listed.

K. Grading Scale:

A = 93-100; A- = 90-92; B+ = 87-89; B = 83-86; B- = 80-82; C+ = 77-79; C = 73-76; C- = 70-72; D+ = 67-69; D = 65-66; F = 0-6

COMM2025: FUNDAMENTALS OF COMMUNICATION
FALL 2021 Online Asynchronous

L. Academic Misconduct & Plagiarism: Plagiarism is one of the most frequently encountered forms of academic misconduct on college and university campuses. You can find ETSU's official policy on academic misconduct here: <https://www.etsu.edu/policies/student/aca.integrity.misconduct.php>

- Please see the *Student Handbook* for the complete rules of plagiarism and their penalties for this course.

M. Mental Health Resources: Students often have questions about mental health resources, whether for themselves or a friend or family member. There are many resources available on the ETSU Campus, including: ETSU Counseling Center (423) 439-4841; ETSU Behavioral Health & Wellness Clinic (423) 439- 7777; ETSU Community Counseling Clinic: (423) 439-4187. Available 24 hours per day is the National Suicide Prevention Lifeline: 1-800-273-TALK (8255). If you or a friend is in immediate crisis, call 911.

N. Accommodations for Students with Disabilities: It is the policy of ETSU to accommodate students with disabilities, pursuant to federal law, state law and the University's commitment to equal educational access. Any student with a disability who needs accommodations, for example arrangement for examinations or seating placement, should inform the instructor at the beginning of the course. Faculty accommodation forms are provided to students through Disability Services in the D.P.Culp center, at <http://www.etsu.edu/students/disable> or can be called at 423-439-8346.

O. ETSU Policies You Need To Know: Please click on the following link and read through all the information. This covers everything from Prerequisites, to Course Permits, to Diversity, to Student Rights, and more. <https://www.etsu.edu/curriculum-innovation/syllabusattachment.php>

P. School Closure: In the event of cancellation of classes, please check your email for course updates.

SCHEDULE
WEEK ONE

Monday, August 23rd

Reading: Student Handbook & Chapter 1 from *Communication in the Real World*

Watch Dr. H Welcome Mini-Lecture: This lecture will introduce you to some of the main objectives of the course, some of the major themes in Communication Studies, and introduce Dr H to the class.

Wednesday, August 25th

Watch Instructor Mini-Lecture: Your individual section instructors will introduce themselves to the class, and briefly hit some main points from Chapter 1.

Friday, August 27th

Instructor Zoom Q&A: A live Q&A session with your section instructor. Get to know each other. Get used to Zoom. Get used to using the "camera" as an eye for eye contact, etc.

WEEK TWO

Monday, August 30st

Reading: Chapter 2 from *Communication in the Real World*.

Watch Dr. H Student Evaluation Form (SEF) Lecture: Dr H's lecture goes over the rubric by which we will be assessing your longer presentations in the course. It is also the way by which you will perform presentation critiques.

Course Contract (due by 11:59 p.m. EST): You must read, agree to, sign, and submit the course contract to the Dropbox before proceeding with the course. Your course enrollment will be confirmed for those who submit the contract.

COMM2025: FUNDAMENTALS OF COMMUNICATION
FALL 2021 Online Asynchronous

If you do not submit the course contract by the deadline, you will be considered 'an absentee' and dropped according to the ETSU attendance policy.

Wednesday, September 1st

Watch Instructor Mini-Lecture: In this lecture, your individual section instructors will hit the main points of Chapter 2.

Presentation Critiques (due 11:59 p.m. EST): Being a competent communicator includes the ability to listen and observe. Using the information you have learned so far from the Presentation Evaluation Form (PEF) Lecture – and utilizing the PEFs provided to you on D2L– critique the presentations. Submit completed PEFs into D2L's Dropbox under Week Two Critiques. (10 points per = 20 points total). Please critique the following presentations:

Zak Ebrahim: "I am the son of a terrorist." <https://www.youtube.com/watch?v=lyR-K2CZIHQ>

Public Speaking Example 1: <https://www.youtube.com/watch?v=YivQYeI0vys>

What would you give that student as a grade for thier presentation? What would you take points off for? What do you think that student did well? What needs improvement?

Friday, September 3rd

Syllabus & Handbook Quiz (due by 11:59 p.m. EST): You must take the online multiple choice quiz that covers the syllabus and the handbook.

Reading: Chapter 3 *Communication in the Real World*.

WEEK THREE

Monday, September 6th

Labor Day (No Class)

Wednesday, September 8th

Reading: Chapter 4 *Communication in the Real World*.

Watch Instructor Mini-Lecture: In this lecture, your individual section instructors will hit the main points of the Elevator Pitch Rubric.

Quiz 1: (due by 11:59 p.m. EST). Quiz 1 is a multiple choice quiz on D2L that will cover Chapters 1-2 from the text and lectures.

Friday, September 10th

Presentation Critiques (due by 11:59 p.m. EST): Being a competent communicator includes the ability to listen and observe. Using the information from the Presentation Evaluation Form (PEF) Lecture – and utilizing the PEFs provided to you on D2L– critique the following two presentations. Submit completed SEFs into D2L's Dropbox under Week Three Critiques. (10 points per = 20 points total) Please critique the following presentations:

Public Speaking Example 2: https://www.youtube.com/watch?v=Tk_7Hd3rDTk

Will Stephen: "How to sound smart in your TEDx Talk": <https://www.youtube.com/watch?v=8S0FDjFBj8o>

What would you give that student as a grade for thier presentation? What would you take points off for? What do you think that student did well? What needs improvement?

WEEK FOUR

Monday, September 13th..

Watch: *Buffy the Vampire Slayer*, "Hush." Take notes on nonverbal communication while you watch.

Reading: Chapter 9 & 11 from *Communication in the Real World*.

COMM2025: FUNDAMENTALS OF COMMUNICATION
FALL 2021 Online Asynchronous

Elevator Pitch #1 (due by 11:59 p.m. EST): This 1 minute assignment is to help you pitch yourself, your talents, and skills to a potential employer.

Wednesday, September 15th

Watch Instructor Mini-Lecture: In this lecture, your individual section instructors will hit the main points of Chapter 9.

Quiz 2: (due by 11:59 p.m. EST). Quiz 2 is a multiple choice quiz on D2L that will cover Chapters 3-4 from the text and lectures.

Friday, September 17th

Watch Instructor Mini-Lecture: In this lecture, your individual section instructors will do a Buffy debrief.

Presentation Critiques (due by 11:59 p.m. EST): Being a competent communicator includes the ability to listen and observe. Using the information from the Student Evaluation Form (SEF) Lecture – and utilizing the SEFs provided to you on D2L– critique the following two speeches. Submit completed SEFs into D2L’s Dropbox under Week Four Critiques. (10 points) Please critique the following presentations:

George Takei: “Why I love a country that once betrayed me”:

<https://www.youtube.com/watch?v=LeBKBfAPwNc>

WEEK FIVE

Monday, September 20th

Reading: Chapter 10 from *Communication in the Real World*.

Watch Dr. H Mini-Lecture: Dr. H provides #ProTips on giving great presentations.

Watch: Speech Anxiety: <https://www.youtube.com/watch?v=JYIcq9nzFjs>

Wednesday, September 22nd

Watch Instructor Mini-Lecture: In this lecture, your individual section instructors will hit the main points of Chapter 11.

Friday, September 24th

Informative Presentation Outlines (due by 11:59 p.m. EST): All outlines are due on the same date. No matter what day you decide to upload your final presentation, you must submit your sentence outline by the end of day today. *See the Student Handbook for details.*

WEEK SIX

Monday, September 27th - Friday, October 1st: Informative Presentation Meetings

Students should set up appointments with their section instructors to go over their presentations before they record and upload them.

Monday, September 27th

Reading: Chapter 6 from *Communication in the Real World*

Readings on D2L: Herrmann, “Apart”; Arnold, “Birthing”

Watch Dr. H Mini-Lecture: Introduction to storytelling as communication and ethnography/autoethnography as really cool ways to study people and society.

Wednesday, September 29th

Quiz 3 (due by 11:59 p.m. EST): Quiz 3 is a multiple choice quiz on D2L that will cover Chapters 9-11 from the text and lectures.

COMM2025: FUNDAMENTALS OF COMMUNICATION
FALL 2021 Online Asynchronous

Friday, October 1st

Informative Presentation (due by 11:59 p.m. EST): A 4-5 minute presentation on a topic chosen in coordination with your breakout instructor. There is a three source requirement (sources must be credible) for this presentation. Sources must be verbally cited throughout the presentation (author, title, date). *See the Student Handbook for details.*

WEEK SEVEN

Monday, October 4th

Reading: Chapter 7 from *Communication in the Real World*

Watch Dr. H Mini-Lecture: Dr H connects the textbook readings to the autoethnography readings.

Wednesday, October 6th

Watch Instructor Mini-Lecture: In this lecture, your individual section instructors will hit the main points of Chapter 7.

Friday, October 8th

Instructor Q& A

WEEK EIGHT

Monday, October 11th – Tuesday, October 12th Fall Break: No Class

Wednesday, October 13th

Watch Instructor Mini-Lecture: Chapter 7 discussion.

Reading: Chapter 8 from *Communication in the Real World*.

Friday, October 15th

Quiz 4 (due by 11:59 p.m. EST): Quiz 4 is a multiple choice quiz on D2L that will cover Chapters 6-7 and autoethnography readings.

WEEK NINE

Monday, October 18th

Reading: Chapter 13 from *Communication in the Real World*.

Watch Dr. H Mini-Lecture: Going over areas of concern during the presentations.

Wednesday, October 20th

Watch Instructor Mini-Lecture: In this lecture, your individual section instructors will hit the main points of Chapter 13.

Friday, October 22nd

Instructor Zoom Q&A: A live Q&A session with your section about motivational presentations

WEEK TEN

Monday October 25th

Reading: Chapter 14 from *Communication in the Real World*.

Watch Dr. H. Mini-Lecture: This lecture will cover some of the important aspects of leadership.

COMM2025: FUNDAMENTALS OF COMMUNICATION
FALL 2021 Online Asynchronous

Wednesday, October 27th

Watch Instructor Mini-Lecture: Discussion on Chapter 14.

Friday, October 29^h

Motivational Presentation Outlines (due by 11:59 p.m. EST): All outlines are due on the same date. No matter what day you decide to upload your final presentation, you must submit your sentence outline by the end of day today. *See the Student Handbook for details.*

WEEK ELEVEN

Monday, November 1st

Watch Dr. H. Mini- Lecture: The job hunt: How to really look for a job.

Reading: Chapter 12 from *Communication in the Real World*.

Wednesday, November 3rd

Instructor Mini- Lecture: Review of Chapter 12.

Quiz 5 (due by 11:59 p.m. EST): Quiz 5 is a multiple choice quiz on D2L that will cover Chapters 13-14.

Friday, November 5th

Q&A: Review expectations for the motivational presentations.

WEEK TWELVE

Monday, November 8th

Watch Dr. H. Mini-Lecture: Video presentation tips.

Wednesday, November 10th

Watch Instructor Mini-Lecture: On Motivational Presentations

WEEK THIRTEEN

Monday, November 15th - Friday, November 19th: Motivational Presentation Meetings

Students should set up appointments with their section instructors to go over their presentations before they record and upload them.

Monday, November 15th

Reading: Chapter 15 from *Communication in the Real World*.

Watch Dr. H. Mini-Lecture: Media, Media, Media

Wednesday, November 17th

Quiz 6 (due by 11:59 p.m. EST): Quiz 6 is a multiple choice quiz on D2L that will cover Chapters 8 & 12

Friday, November 19th

Motivational Presentation (due by 11:59 p.m. EST): A 4-5 minute presentation on a topic chosen in coordination with your breakout instructor. There is a three source requirement (sources must be credible) for this presentation. Sources must be verbally cited throughout the presentation (author, title, date). *See the Student Handbook for details.*

COMM2025: FUNDAMENTALS OF COMMUNICATION
FALL 2021 Online Asynchronous

WEEK FOURTEEN

Monday, November 22nd

Reading: Chapter 16 from *Communication in the Real World*.

Watch Dr. H. Mini-Lecture: Approaches to studying media.

LinkedIn Profile: (due by 11:59 p.m. EST). LinkedIn has become the #1 site for job hunters and for businesses. Your job is to create as complete a profile as possible, including Intro, About, Experience, Education, and Skills sections. You must also connect with your Section Instructor and Dr. Herrmann.

Have a wonderful Thanksgiving!

WEEK FIFTEEN

Monday, November 29th

Watch Dr. H. Lecture: Back to the beginning: Communication Can Save Your Life.

Wednesday, December 1st

Breakouts: Elevator Pitch #2 Due

Friday, December 3rd

Quiz 7: (due by 11:59 p.m. EST): Quiz 7 is a multiple choice quiz on D2L that will cover Chapters 15-16, and related lectures and readings.

FINAL EXAM WEEK

Nothing! Have a great break!