

COMM2025: FUNDAMENTALS OF COMMUNICATION
FALL 2021 Online Asynchronous

Course Director: Megan Duff

Office: Campus Center Building Basement (office ONLINE only)

Email: duffm1@etsu.edu

Office Hours: TR 12:30-1:30; 3:30-4:30; W 2:00-4:00 and by appointment

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 Professor Duff”)
- On your first couple of emails, please include:
 - your full name;
 - your ETSU E#;
 - your COMM2025 Section Number;
 - your full email address.

Including this information will help me help you.

Email Policy: Please email me before 5pm M-F. I do not open emails on weekends. May take up to one business day to respond.

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 is NOT my 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.
- 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?

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- 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).

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
- 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,

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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:

- **Mini-Lectures.** I will record lecture videos for you to watch most weeks that covers the material you need to know. They will be available on D2L and I will email you links.
- **Office Hours:** You will have questions. About assignments. About readings. About projects. Utilize my office hours for answering them.
- **Reading Assignments.** These typically will be from the textbook. Additional readings on D2L.
- **Introduction Video:** Please post a **1 to 5** minute introduction video about yourself. Be creative! Include your major, hobbies, pets you have, and your favorite food! Extra points if it's funny! (15 points)
- **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. (25 points)
- **Informative Presentation.** A 4-5 minute presentation on a topic chosen in coordination with me. 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 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.** 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)

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- **Communication Evaluation Paper:** Write a minimum of three pages examining a television episode or movie regarding any of the topics we have covered in class (e.g nonverbal communication, conflict styles, etc.). Can use multiple topics or just stick to one. Make sure to give information on the piece of media you are covering, then analyze the media through a communication lens. (50 points)
- **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. 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

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>

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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 Professor Duff's Welcome Lecture: I will post a small video introducing myself to each of you.

Wednesday, August 25th

Watch Chapter One Lecture

Friday, August 27th

Introduction Videos (due 11:59 PM): Please upload a video to the dropbox around 1 to 5 minutes long introducing yourself!

WEEK TWO

Monday, August 30st

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

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. 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 Chapter Two Mini-Lecture

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:

Falling in Love Speech: <https://www.youtube.com/watch?v=dNEkjGS7Hs8>

Public Speaking Example 1: <https://www.youtube.com/watch?v=YivQYel0vys>

What would you give that student as a grade for their 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)

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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
The Effects of Music: https://www.youtube.com/watch?v=VvK_7zI56IA
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..

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

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 Chapter 9 Mini-Lecture

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

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 speech. Submit completed SEFs into D2L’s Dropbox under Week Four Critiques. (10 points) Please critique the following presentation:

Cell phone presentation: <https://www.youtube.com/watch?v=cVxXUFIVUEI>

WEEK FIVE

Monday, September 20th

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

Watch: Speech Anxiety: <https://www.youtube.com/watch?v=JYlCg9nzFjs>

Wednesday, September 22nd

Watch Chapter 11 Mini-Lecture

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Reading: The Poetry in Our Daily Speech: <https://www.jstor.org/stable/354904>

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 to go over their presentations before they record and upload them.

Monday, September 27th

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

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 and the Poetry in Our Daily Speech article.

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*

Storytelling, Self, Society: An Interdisciplinary Journal of Storytelling Studies: Once Upon a Time: An Introduction to the Inaugural Issue: <https://www.jstor.org/stable/41948941>

Wednesday, October 6th

Watch Chapter 6 Mini-Lecture

WEEK EIGHT

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

Wednesday, October 13th

Watch Chapter 7 Mini-Lecture:

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

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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 the storytelling article.

WEEK NINE

Monday, October 18th

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

Wednesday, October 20th

Watch Chapter 13 Mini-Lecture

WEEK TEN

Monday October 25th

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

Wednesday, October 27th

Watch Chapter 14 Mini-Lecture

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

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

Wednesday, November 3rd

Watch chapter 12 Mini- Lecture

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

WEEK TWELVE

Monday, November 8th

Watch Motivational Presentation Tips Video

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Wednesday, November 10th

Watch Media Evaluation Paper Video

WEEK THIRTEEN

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

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

Monday, November 15th

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

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.*

WEEK FOURTEEN

Monday, November 22nd

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

Communication Evaluation Paper: (due by 11:59 p.m. EST). Examine a piece of media (television episode or movie) through the lens of communication. Use the topics we have covered over the semester (nonverbal communication, conflict styles, etc.). Don't forget to explain the TV show or movie you are examining!

Have a wonderful Thanksgiving!

WEEK FIFTEEN

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

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Nothing! Have a great break!