College of Arts and Sciences

Department of Communication and Performance

COMM 2025-L07 & L11
Introduction to Communication Studies
Fall 2021

Syllabus

Contact Information

Instructor: Adriane Flanary
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Office: Campus Center Building, Room 107

Instructor Availability

Email is the best way to reach me outside of class and office hours. I check emails Monday-Friday from 8:15 a.m. until 4:30 p.m. Emails received after 4:30 p.m. may not receive a response until the next business day. Additionally, emails sent after 4:30 p.m. on Fridays or on university-recognized holidays will be answered the following business day.

I am also available by appointment. I will also hold weekly office meets for you to check in, ask questions about the class and material, and seek help on assignments. An Office Meet Link will be posted in the Weekly News update on D2L.

Department of Communication & Performance Information

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.Course Information

Hybrid Course Information

This is a hybrid course which means half of our class will be held in an online meeting format while the other half of the class will be live. I have clearly indicated which weeks are live and online in the course schedule and in our Weekly News updates.

Material for the upcoming week will be available on Sundays at noon. Assignment will be due on the set due date per the course schedule. Each assignment description clearly identifies the submission method for each assignment.

Class Meeting Schedule

We will meet Mondays/Wednesdays/Fridays either live or via Zoom and D2L. You will be required to attend class meetings live or virtually on Zoom and complete required assignments. To access the virtual class, please login to D2L and select the Zoom link.

This course will use a flipped teaching/lecture method which means you should review the material for class BEFORE attending the class. Each class meeting, there will be a discussion and review of the material from the lecture available within the weekly folder on D2L. Attendance will be taken based on your ability to discuss the course material, answer discussion questions, participate in class activities, and demonstrate your understanding of the material.

- COMM 2025-L11 will meet Mondays/Wednesdays/Fridays from 9:55-11:20. Our live class will be held in Warf Pickel, Room 413.
- COMM 2025-L07 will meet Mondays/Wednesdays/Fridays from 11:30-12:55. Our live class will be held in Warf Pickel, Room 513.

Credit Hours

This course is worth 3 credit hours.

Course Description and Purpose

Introduction to Communication Studies is an introductory course on the primary areas of study within the communication discipline. This course is designed to teach students the communication process and develop communication competence as it applies to a wide range of situations.

Course Goals

This course is designed to enable you to:
1. Recognize communication as a social science, as a process, and the foundation of all learning
2. Make communication choices that are mindful to human diversity
3. Learn and apply research skills
4. Prepare and deliver effective oral presentations.
5. Demonstrate verbal and nonverbal communication competencies in message construction and message delivery
6. Display an understanding, appreciation, and application of fundamental communication principles
7. Adapt message and delivery to the audience needs, expectations, and diversity

Course Objectives

Through course assignments and lectures, you should be able to do the following by the end of the semester:
1. Understand and apply communication theories to the following areas:
   - Intrapersonal communication
   - Interpersonal communication
   - Group communication
   - Public communication

2. Demonstrate verbal and nonverbal communication competencies in:
   • Listening
   • Message construction
   • Message presentation
3. Assess different communication events/situations and identify communication behaviors appropriate to each
4. Display an understanding, appreciation, and application of fundamental oral communication principles
5. Make responsible communication choices that are mindful of human diversity (e.g. age, ethnicity, gender, nationality, sexual orientation)
6. Exhibit an acceptable level of competence as a communicator
7. Demonstrate research competency to develop oral presentations
8. Prepare and deliver effective oral presentations

Line of Reporting

If you have concerns about this course or the instructor, you should take the following steps.

1.   Discuss the matter *first* with the course instructor.

Talk with your course instructor about your concern. If your concern is unsatisfactorily addressed with your instructor, you can then take your concern to Step 2 below.

2.   Discuss the matter with the Department Chair.

After you have attempted to work with your instructor on the matter, if a satisfactory resolution is not found, you can then contact Dr. Amber Kinser, Chair of the Department of Communication and Performance kinsera@etsu.edu. Be prepared to discuss what steps you have taken with the instructor. Except in confidential matters, the Chair will confer with the faculty member and review the course policies as stated in the syllabus to determine an appropriate response. If your concern is unsatisfactorily addressed with the Department Chair, you may then take your concern to next step, which the chair can identify for you.

Course Requirements

Required Material

This course will use Open Educational Resources (OERs) provided by the instructor. All texts and supplemental readings are free. The only cost to you is if you decide to print the material. You will be able to access the book and supplemental readings on D2L as a pdf under each corresponding weekly module.

Technical Requirements

You should have computer access to Microsoft Word, Microsoft PowerPoint, and an Adobe PDF program to view some documents. You should have access to a webcam and microphone, as well as a video player such as Quicktime, and speakers. You will be accessing your ETSU email and D2L regularly. You will need to create a free ETSU Zoom account.

Course Policies and Expectations

Classroom and Communication Policies

Email Communication
The ETSU email policy requires all faculty communication with students regarding ETSU business be conducted via the official ETSU email account. **Emails should be professional and must include: 1) a subject heading, 2) a greeting, 3) your course and section number, 4) clear message, and 5) a signature. I will not respond to emails that don't have these things.** Please check spelling and grammar prior to sending your message.

Attendance and Participation
Your attendance and participation in this class is important. You are expected to check D2L regularly and complete your assignments on time. When I complete attendance reporting for ETSU, I will mark you "as attending" if you have logged into the class and completed the course contract by the time the report is due.

You are required to attend live and online class Zoom meetings. As a reminder, the type of class meeting (live or online) is clearly listed on the class schedule and included in our Weekly News updates. Attendance will be taken daily in class or during our virtual Zoom meetings. You are allowed 5 absences. Absences are not considered excused or unexcused so use your days wisely. After 5 absences, there will be a 1-point grade deduction off your final grade.

If you have any serious situations occurring that will interfere with your attendance this semester, you must let me know in advance. I will follow the **Departmental Absence & Assignment Policy**:

- Foreseeable absences should be arranged with me in advance. "Foreseeable" includes university-approved absences (athletic, ROTC, or scholarship obligations), doctor's appointments, or court dates. These absences must be accompanied with proper documentation (e.g. schedule of classes to be missed signed by the athletic director) and must be approved by me before the missed class.

- You will only be allowed to make-up a missed presentation if the absence was unforeseeable, unpreventable, or urgent in nature which necessitated missing class. You must contact the instructor within 24 hours following an unforeseeable absence. It is up to the instructor's discretion whether make-up work will be allowed.

Online Course Ground Rules
Discussion groups

- Review the discussion threads thoroughly before entering the discussion.
- Try to maintain threads by using the "Reply" button rather than starting a new topic.
- Do not make insulting or inflammatory statements to other members of the discussion group. Be respectful of others' ideas.
- Be patient and read the comments of other group members thoroughly before entering your remarks.
- Be cooperative with group leaders in completing assigned tasks.
- Be positive and constructive in group discussions.
- Respond in a thoughtful and timely manner.

Assignments and Submission Guidelines

Extra Credit Assignments: 20 points

- **Course Contract: 10 points**
  You must read, agree to, electronically sign and date, then submit the Course Contract to the Dropbox before proceeding with the course. Course enrollment will only be confirmed for those who submit the contract.

- **Syllabus Quiz: 10 points**
  The syllabus quiz is designed to test your understanding of the syllabus content including: course policies, assignment expectations, and D2L class format. Make sure you familiarize your self with the course, syllabus, assignments, expectations, and D2L format/layout prior to taking the quiz. You will have one attempt to complete the quiz. You have an opportunity to earn 0-10 bonus points. The syllabus quiz can be accessed on D2L. Your score will automatically export to the Grade link for review.

Discussion Post: 100 points
Students are required to post a 3-5 sentence response to the discussion post prompt and contribute to the overall class discussion with a 3-5 sentence response to a classmates post. Please follow the guidelines on D2L for each individual discussion topic. Discussion topics will cover:
- Introduction: 20 points
- Online Presence: 20 points
- Source Bias: 20 points
- Cultural Privilege: 20 points
- Group Work/Leadership: 20 points

Major/Career Assignments: 100 points

- **Step 1: Informative Speech - 50 points**
  Students will research and present a 2-4 minute speech on their major/profession. Potential areas for discussion could include but are not limited to: an explanation of your major/career(s), educational requirements, starting salary/average salary, etc. You will receive a 1-point deduction for every 5 seconds you are under the time limit. Furthermore, I will stop watching your presentation after the 30 second grace period (4:30). Speeches will be delivered during our virtual class meetings.

- **Step 2: LinkedIn - 25 points**
  LinkedIn has become the #1 site for job hunters and businesses. Your assignment is to create as complete a profile as possible. You should complete the Intro with Picture, About, Experience, Education, and Skills sections. Please make sure to proof read your content because potential employees will be able to see your profile. In order to receive credit on this assignment, you must complete your profile and connect with your instructor on LinkedIn. I would also encourage you to connect to your fellow classmates.

- **Step 3: Elevator Pitch - 25 points**
  Students will create a 1-2 minute pitch for potential employers based on the information used in the LinkedIn assignment. This is your opportunity to showcase who you are, your

talents, and skillsets. You will receive a 1-point deduction for every 5 seconds you are under the time limit. Furthermore, I will stop watching your presentation after the 30 second grace period (2:30). Speeches will be delivered during our virtual class meetings. I would urge students to take this content and feedback then condense their message for a 30 second LinkedIn story which can be added to your profile.

Persuasive Speech: 215 points

- **Step 1**: **Persuasive Topic & Speaking Plan Meeting - 5 points**
  Students will attend their scheduled one-on-one meeting to discuss their persuasive speech topic, thesis statement, and Monroe's Motivated Sequence plan.

- **Step 2: Persuasive Topic and Speaking Plan - 10 points**
  Based off our meeting, students will submit their persuasive topic, thesis statement, and outline of your speaking points following Monroe's Motivated Sequence to the Dropbox. Before proceeding, you must receive instructor approval.

- **Step 3: Persuasive Speech Source & Citation Meeting - 5 points**
  Students will attend their scheduled one-on-one meeting to present their APA Works Cited citation along with a verbal citation for each source. As a reminder, students should find three credible sources to support your main points. Students must use the Source & Citation Check form located on D2L to complete the assignment.

- **Step 4: Persuasive Source & Citation Check - 15 points**
  Based off our meeting, students will revise their source citations and submit the finalized Source Citation Check form to the Dropbox.

- **Step 5: Persuasive Outline Meeting - 5 points**
  Students will attend their scheduled one-on-one meeting to present their persuasive outline rough draft. This rough draft must include a completed introduction, summary of each main point with sources, bridging transitions, a completed conclusion, and Works Cited page in APA format. Students are required to use the persuasive outline template provided on D2L. You should use the feedback from this meeting to improve your Persuasive Outline.

- **Step 6: Persuasive Outline - 50 points**
  At the beginning of class on their designated presentation day, students will turn in a printed copy of their finalized outline which should include a Works Cited page in APA format. As a reminder, students are required to use the persuasive outline template provided on D2L. Additionally, their outline must incorporate a minimum of three credible sources to support your main points. Additionally, I have provided examples of preparation outlines on D2L for review.

- **Step 7: Persuasive Speech - 100 points**
  The persuasive speech is designed to persuade the audience to take action on a controversial social issue.

    - **Finalize Argument:** Using the feedback from your persuasive outline meeting, construct a final draft and rehearse it.

- **Time Limit:** Your speech will be 4-6 minutes long. You will receive a 1-point deduction for every 5 seconds you are under the time limit. Furthermore, I will stop watching your presentation after the 30 second grace period (6:30).

- **Sources:** You are required to cite three credible sources to support your main points within the body of your speech. Each main point must be supported with credible evidence.

- **Organization:** Your speech must be delivered in a clear and concise manner. Your speech must contain an introduction, body with transition statements, and conclusion.

- **Submission:** You will deliver your speech during our scheduled class.

- **Step 8: Persuasive Peer Review - 25 points**
  Students will conduct one peer evaluation using the peer evaluation form provided on D2L. Students must bring a printed peer review form to class, evaluate their assigned speaker, and turn the form in at the end of class. Your peer evaluation score will be based on your knowledge of required speech criteria and the extent to which you provided a useful, constructive feedback.

Exams: 210 points
We will have one quiz and two tests this semester:

- **Verbal Citation Quiz: 10 points**
  Review the Training Presentation PDF located on D2L under Content then take the quiz. You have unlimited attempts until the deadline to achieve a 10/12 score. 10/12 scores will be viewed as mastery of content and will be awarded 10 points. If you do not receive a minimum of 10/12, you will not receive any points (0 points). Your highest score will automatically export to the Grade link for review and will be updated after the deadline to reflect this policy.

- **Test 1: 100 points**
  Review and take a timed (one-hour) test over Chapters 1-5 reading and supplemental content. You are offered unlimited opportunities to achieve a 'high' score on or before the due date. Test questions are randomly selected from a test bank. If you exceed the one-hour time limit, your grade will result in a zero for that attempt. Your grade will be based on the highest test score achieved.

- **Test 2: 100 points**
  Review and take a timed (one-hour) test over Chapters 6-8, 13-14 readings and supplemental content. You are offered unlimited opportunities to achieve a 'high' score on or before the due date. Test questions are randomly selected from a test bank. If you exceed the one-hour time limit, your grade will result in a zero for that attempt. Your grade will be based on the highest test score achieved.

Testing Policy

All tests will be completed on D2L and will be available until the due date. After the test completion deadline, it may not be re-opened, except in the case of an extreme circumstance which must be approved by the instructor.

Late and Missing Submission Policy

- Electronic problems do not count as an excuse for missing an assignment deadline.

- Missing work, work turned in after the deadline, or work submitted to the wrong location will receive 0-points.

- Extenuating circumstances (e.g. serious illness, family emergency, etc.) for not submitting an assignment on time will be considered by the instructor if you complete the following steps:

    - Email the instructor prior to the deadline, informing her of your emergency. If an emergency is unforeseeable, you will be given 24 hours to email the instructor following the missed deadline.

    - As needed, provide any documentation to assist in verifying your emergency (doctor's notes, etc.)

    - If documentation cannot be provided, the instructor reserves the right to refuse offering an extension on an assignment. All extensions are at the discretion of the instructor.

Academic Misconduct

Plagiarism and/or cheating is not tolerated at academic institutions. This class is no exception. Any such infractions will result in an automatic 0/F on the assignment and may be reported to the Dean's Office. The following link outlines ETSU's Academic Misconduct Policy: *Academic Misconduct Policy*

Grading Policy

Your points will be added at the end of the semester and divided by 625, the total amount of points you can earn. That percentage will then equate to a letter-grade. Averages that end with a decimal of .5 or higher will be rounded up to the next whole number. A grade of FN is given when a student has never attended the class.

Letter Grade	Percentage	Points
A	100-93	625-579
A-	92-90	578-560
B+	89-88	559-547
B	87-83	546-516
B-	82-80	515-497
C+	79-78	496-485
C	77-73	484-454
C-	72-70	453-435

Letter Grade	Percentage	Points
D+	69-68	434-422
D	67-60	421-372
F	59-0	371-0

Student Services and Technical Resources

Student Services

The ETSU Services webpage includes a comprehensive list of services available to all ETSU students.

Academic 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, Room 326, telephone 423-439-8346. Visit the Disability Services webpage for more information.

Technical Resources

Help Desk
The Information Technology Services (ITS) Help Desk is the best resource for most technical problems. Find answers to common questions on the Help Desk website, call, email, or stop in to see them on the first floor of the Sherrod Library. Phone: 423-439-4648 Email: itshelp@etsu.edu

Desire2Learn (D2L) Online Help
Many answers to D2L related questions can be found on the D2L Help Student Home. If you are still having trouble finding what you need, contact the Help Desk.

Microsoft Office Software
Microsoft Office productivity applications, including Word, PowerPoint, Excel, OneNote, and more, are available free for students through the University's Office 365 campus agreement. For instructions on how to obtain the software, see the Office 365 page of the ITS Help Desk website.

Turnitin Plagiarism Detection
Turnitin is a plagiarism detection service available to students and faculty at ETSU. This tool compares student written work against a comprehensive database of other work as well as various internet sources. Faculty may employ this service for some or all written assignments, in order to help students learn to cite sources accurately and to ensure academic integrity. Learn more on the Turnitin home page.

ETSU Technical Resources
Many other technical resources can be found on the Online Help webpage.

University Information

Syllabus Attachment

The [ETSU syllabus attachment](#) includes important material such as permits and overrides, advisement, hours, dates and other ETSU information.

ETSU Catalogs

[Current Undergraduate Catalog](#)

[Current Graduate Catalog](#)

ETSU Policy on Face Coverings

The [ETSU Policy on Face Coverings link](#) includes important information on responsibilities, violations, exemptions, syllabus statement, and visual aids. Students with medical conditions that inhibit their ability to wear masks should register through disability services.