**COM 101**

#### *Introduction to Communication*

##### Syllabus / Spring 2011

Instructor: Alan D. DeSantis, Ph. D.

Office Hours: M, W, & F 12:00-1:00 and by appointment

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T.A. E-mail Addresses:

* 10:00 (101-001 Section)
  + Chen Chen (aka CC) (chen.chen@uky.edu) (Office: 124 Grehan)
  + Kristen Kiernicki (kristen.kiernicki@gmail.com) (Office: 124 Grehan)
* 11:00 (101-002 Section)
  + Amber Williams (akwill4@uky.edu) (Office: 124 Grehan)
  + Holly Roberts (hollyroberts@uky.edu) (Office: 124 Grehan)

Introduction to Communication (COM 101) is designed to give students a general survey of the discipline of communication. This task is approached from various perspectives: intrapersonal, interpersonal, small group, organizational, cultural, and mass media.

**Course Goals**

The course's mission is to refine your understanding of the process of human communication. Specifically, the class seeks to accomplish the following:

1. Introduce seminal communication theories that undergird the discipline.
2. Discuss the ethical and moral consequences of your communication decisions.
3. Refine and further develop your communication skills in both the private and public realms.
4. Enhance your writing and research skills.
5. Introduce cultural variables that affect human interaction in our multicultural society, i.e., race, gender, class, religion, etc.
6. Facilitate the development of critical thinking within the context of human communication.
7. Illuminate the importance of public communication in maintaining an egalitarian and democratic society.
8. Encourage active self-analysis and invite critical adjustments in your communication behavior.
9. Develop consumer-advocacy skills in assessing the credibility of messages.
10. Highlight the power of discourse in constructing human reality and culture.

**COM 101** is part of the University Studies Program which is designed to provide undergraduates with a comprehensive liberal arts education. This course can be taken to fulfill half of the disciplinary requirements in the social sciences.

**Recommended Workbook**

DeSantis, Alan D. (2010). *Communication 101 Lecture Notes*.

*\*This workbook can be purchased at the UK Book Store, Wildcat Book Store, or Kennedy Book Store. It has been written and designed by the professor to help students get more out of class lectures and to perform better on exams.*

**Attendance**

**I am serious about attendance**. The material on the exams, the topics for the papers, and the ideas I want you to learn emerge out of class lectures and discussions. If you do ***not*** attend lectures, take copious notes, participate in discussions, add your energy and enthusiasm to the class, and listen carefully (and critically), you have not engaged in the process of learning. All that you have done is ***borrowed*** another student’s work. While you may be able to squeak through using this type of approach, you will have avoided true learning and will have retained nothing more than second-hand “factoids” about communication.

* Consequently, you will be allowed **two** unexcused absences. For every exceeding unexcused absence, there will be a 2.5% grade reduction from your final grade. To have an absence excused, you will need to give your TA legitimate written proof from a recognized source explaining the absence within one week of the date missed.
* Arriving late or leaving early **three** times throughout the course of the semester will result in one unexcused absence.
* Finally, signing the attendance sheet for another student or having another student sign in for you is a **violation of the Student Code** (falsifying records and providing false information to a University official). Students will also face academic penalties.

**Classroom Ethics**

It is expected that you will follow the agreed upon rules for ethical behavior outlined in your student handbook:

**3.1 Plagiarism**

All academic work, written or otherwise, submitted by a student to his/her instructor or other academic supervisor, is expected to be the result of his/her own thought, research, or self-expression. In any case in which a student feels unsure about a question of plagiarism involving his/her work, s/he is obligated to consult the instructor before submitting it. When a student submits work purporting to be his/her own, but which in any way borrows ideas, organization, wording or anything else from another source without appropriate acknowledgment of the fact, the student is guilty of plagiarism.

Students may discuss assignments among themselves or with an instructor or tutor, but when the actual work is done, it must be done by the student and the student alone.

**3.2 Cheating**

Cheating is defined by its general usage. It includes, but is not limited to, the wrongful giving, taking, or presenting any information or material by a student with the intent of aiding him/herself or another on any academic work which is considered in any way in the determination of the final grade. Any question of definition shall be referred to the University Appeals Board.

**The sanction of punishment for a student who is accused of either plagiarizing or cheating is a minimum of an E grade for the entire course, but it may involve suspension, dismissal, or expulsion from the University**. As you can see, these are serious measures for academic offenses which we believe are serious. If you have any questions about whether you may be committing either of these academic offenses, be sure to contact your instructor.

**Course Assignments and Grading**

There will be 3 exams, 3 written assignments, and 1 research participation assignment throughout the course of the semester.

**Three Exams** Each exam is worth 100 points *(Exams are worth 80% of your grade)*

There will be **three** exams over the material from the text, class lectures, discussions, films, and in-class activities. Exams one and two will be given during your regular class time. Exam three will be given during **finals** week at a “common-hour-exam time.”

Note: If there is a conflict with your final schedule (e.g., another final exam is scheduled at the same time or you have three exams in one day), the University rule states that lower-level courses are not required to move. The burden is placed on the course with the highest number (i.e., “123” would have to move for “101”). In the rare case that you have a conflict with another “101” course from another department, determination is then based on the course’s prefix (i.e., **C**OM 101 would have to move for **A**NT 101, but not **S**OC 101).

**Three Papers** Each paper is worth 25 points *(Papers are worth 20% of your grade)*

There will be **three** papers assigned during the semester—a paper for each of the class’s three major sections. All work MUST be typed using 12-point *Times* font with one-inch margins. These papers must also be in “hard copy” form; no digital copies will be accepted. Finally, late papers (i.e., one hour after the end of your class) will be reduced by 20% for each late day.

**Participation in a Research Study** (No points given, but participation is required)

Note: This is a Department of Communication requirement for all students taking lower-level communication classes at UK.

The Department of Communication is committed to involving undergraduate students in scholarly research so that they may understand the importance of generating new knowledge at the University of Kentucky as a major research institution. Students in this class are required to complete 1 research study for 1 research credit. (If you are enrolled in additional COM courses that have research requirements, you are responsible for participating in additional research studies, up to a maximum of 2 studies/credits).

Detailed information about research studies and the available session times to sign up are available on the SONA website: http://comm.uky.edu/research/signup. Failure to participate in a research study or completion of the designated alternative assignment will result in a 5% deduction in your final course grade.*It is your responsibility to regularly check the SONA website to keep track of the completion of your research credit and the deadlines and dates of the research studies.* Note: Credit for participation is recorded by the researcher on a rolling basis; the deadline for researchers to record all credit is Monday, April 25. If you have a question as to whether you have met the study requirements, *please contact the researcher*.

Good News: I will also *probably* offer you an opportunity to participate in another research project for 5 to 7 extra credit points.

**The grading scale will be as follows**:

The maximum points a student can earn will be 375.

**375-338= A**

**337-300= B**

**299-263= C**

**262-225= D**

**224-Below= E**

Late Work or Exams

There will be a very strict enforcement policy regarding late exams and assignments. The only excuse that will be accepted is one that is 1) formalized in writing by a legitimate source (doctors, judges, etc.) and that 2) clearly details why it was IMPOSSIBLE for you to meet your responsibilities in class. Furthermore, if you are going to miss an exam, you must contact us BEFORE the exam is given (via phone or e-mail). Make-up exams will be different in form and content.

Returning of Exams and Assignments

Exam scores will be handed back in class within two weeks of the test date. Written assignments, because of time limitations, will not be returned in class. However, if there is any remaining time after class, work may be returned to you on request. You may also receive information regarding your grades at any point in the semester by e-mailing your TA. He/she will usually be able to respond to your request within 4 working days.

**Students Needing Special Learning Accommodations**

Students needing special accommodations must give their assigned TA written official documentation of their needs within the first two weeks of the semester. Additionally, throughout the course of the semester, students must also contact their TA two weeks prior to all exams if special arrangements are necessary.

**A Note on My Intellectual Property**

My lectures are protected by state common law and federal copyright law. They are my own original expression. Whereas you are authorized to take notes in class thereby creating a derivative work from my lecture, the authorization extends only to making one set of notes for your own personal use and no other use. You are not authorized to make any commercial use of them without express prior permission from me.

**10 Class Expectations**

1. I expect that you will manage my class like it is your job.

* For at least 3 hours per week, this is the “real world.”

1. Do not give me excuses.

* That includes coming to class, taking your tests, turning in your work *(unless there is a very legitimate excuse).*

1. Be honest.

* No cheating, no lying, no signing in for others, no sneaking out of class *(unless you speak with me first)*

1. Arrive to class 2 minutes early.

* At the very least, do not come late.

1. Don’t leave early—Or pack up before I am finished *(too much noise)*
2. Do not read the Kernel after the start of class.
3. Do not carry on conversations with other students once class begins.
4. My class is an ***Electronic-Free Zone***: Turn off all pagers, cell phones, TVs/VCRs, blenders, etc. For at least three hours per week, you will focus ALL your attention on learning.
5. The use of lap top computers is ***not*** allowed (without approval from professor).
6. Be very respectful to your TA. They are underpaid, overworked, and deserve the same respect they will show you.

**Spring 2011 Schedule**

**January**

12 First Day of Class *Class Introduction*

27 What is Language?

17 Dr. King’s Day—No Class

19 Perception, Part 1

21 Perception, Part 2

24 Slang in America

26 Persuasion Theory —Part 1

28 Persuasion Theory —Part 2

31 Persuasion Theory —Part 3

**February**

2 Nonverbal Communication —Part 1

4 Nonverbal Communication —Part 2

7 Nonverbal Communication —Part 3

9 TBA

11 TBA

14 Multicultural Communication —Part 1

16 Multicultural Communication —Part 2

18 Multicultural Communication —Part 3

21 **Exam 1**

23 Creation Self Identity

25 Five Stages of Romantic Relationships —Part 1

28 Five Stages of Romantic Relationships —Part 2

**March**

2 Five Stages of Romantic Relationships —Part 3

4 Five Stages of Romantic Relationships —Part 4

7 Interpersonal Conflict Resolution

9 Interpersonal Romantic Love

11 Interpersonal Friendship

14 Spring Break

16 Spring Break

18 Spring Break

21 Gender Communication --Part 1

23 Gender Communication --Part 2

25 The Darker Side of Group Communication —Part 1

28 The Darker Side of Group Communication —Part 2

30 The Darker Side of Group Communication —Part 3

**April**

1 The Darker Side of Group Communication —Part 4

4 **Exam 2**

6 Organizational Communication --Part 1

8 Organizational Communication --Part 2

11 Power and Communication

13 Mass Media/Uses & Gratification

15 6 Myths of the Business of Media --Part 1

18 6 Myths of the Business of Media --Part 2

20 Mass Media/Agenda Setting Theory

22 Mass Media/Social Learning Theory

25 Mass Media/Cultivation Theory

27 Postman’s “Amusing Ourselves to Death”

1. Mass Media/Sex and Advertising *Last Day of Class*

**Final Exam**: Wednesday, May 4, 2011, from 8:30 PM to 9:30 PM, at UK’s Memorial Auditorium.

***Have a Great Summer!!!***