

COMM 1300-001
Introduction to Communication
Fall 2013
Tu&Th 9:30-10:50am COBA 158

Instructor: Carl Esposito

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Office hours: T 8:30-9:20 a.m. in DH 123 and by appointment

Faculty Profile:

Course Description:

The application of communication theories and principles to human communication; from the oral tradition to the printing press, photography, electronic media, and information technology.

Required Supplies:

- Textbook: *Introduction to Communication* by Esposito

Student Learning Outcomes:

By the conclusion of the course, students will be able to:

- Understand and discuss definitions of communication and why humans communicate
- Identify the characteristics of the communication process
- Understand the communication process, types of communication and their influence on society
- Recognize communication as a social science and understand the basic processes for scientific research
- Understand the history of human communication and communication study
- Understand and demonstrate basic study and time management skills

Course Expectations

Class preparation

To be successful in this class, reading the assigned text is *essential*. The instructor will assume students have completed assigned readings prior to attending class. Students should be prepared to engage fully in class discussions, assignments, and exams. Beyond the time required to attend each class meeting, students enrolled in this course should expect to spend at least an additional 9 hours per week of their own time in course-related activities, including reading required materials, completing assignments, preparing for exams, etc.

Class Attendance

Regular class attendance is necessary to keep up with assigned readings, lectures and assignments. Class Attendance and Participation will count for 100 points, the same as one test grade. Tardiness (particularly when it is habitual) is disruptive to the entire class. Unexcused tardiness will negatively impact your Attendance and Participation grade.

Communication

UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at <http://www.uta.edu/oit/cs/email/mavmail.php>.

Technology

Do not use cell phones, iPods, or other types of electronic equipment in class. You may use a computer/tablet to take class notes. This course will utilize Blackboard, which can be accessed at elearn.uta.edu

Student Success Assignments

One of the goals of this course is to teach the skills required for continued success as a UT Arlington student. Several Student Success assignments will be given which are meant to enhance the skills students need to be successful in college.

Unit Projects

Students will complete four unit projects. The aim of these assignments is to help students develop writing, critical thinking, analysis and interpretation skills.

Exams

Students will be required to complete two (2) regular exams and a cumulative final exam. Each exam is worth 100 points. The final exam will be worth 150 points. Exams will include content from class discussions, presentations and lectures, the textbook, and any other supplemental materials designated by the instructor.

Make-up Work

Make-up Policy - Make-up work/exams requires a valid, university-approved excuse. Students must present the appropriate documentation to the instructor before any work can be rescheduled. Make-up work/exams should be completed as soon as possible and no later than the second class day after the due date.

Late Work

The acceptance of late work is up to the discretion of the professor. Late work approved by the professor will be docked 10 points for each day it is late. Late work will not be accepted after three days.

Grade Scale

Your final grade will be based on the accumulation of points throughout the semester.

| Exams, etc. | | | Point scale | |
|---------------------------------|-------------------|-------------------|---------------|---|
| Exams (2) | 200 points | (100 points each) | 810 and above | A |
| Unit Projects (4) | 400 points | (100 points each) | 720 – 809 | B |
| Final exam | 150 points | | | |
| Student Success Assignments | 50 points | | | |
| <u>Attendance/participation</u> | <u>100 points</u> | | 630 – 719 | C |
| Total | 900 points | | 585 – 629 | D |
| | | | Below 585 | F |

NOTE: To receive a grade in this course, students are required to complete all areas – exams, assignments, class attendance and participation. Late assignments are not accepted, except in cases of emergency. Students are expected to keep track of their performance throughout the semester and seek guidance from available sources (including the instructor) if their performance drops below satisfactory levels.

Academic Integrity

All students enrolled in this course are expected to adhere to the UT Arlington Honor Code:

I pledge, on my honor, to uphold UT Arlington's tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.

I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.

UT Arlington faculty members may employ the Honor Code as they see fit in their courses, including (but not limited to) having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System Regents' Rule 50101, §2.2, suspected violations of university's standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student's suspension or expulsion from the University.

Americans with Disabilities Act (ADA)

The University of Texas at Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including the *Americans with Disabilities Act (ADA)*. All instructors at UT Arlington are required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that disability. Any student requiring an accommodation for this course must provide the instructor with official documentation in the form of a letter certified by the staff in the Office for Students with Disabilities, University Hall 102. Only those students who have officially documented a need for an accommodation will have their request honored. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at www.uta.edu/disability or by calling the Office for Students with Disabilities at (817) 272-3364.

Bomb Threats

If anyone is tempted to call in a bomb threat, be aware that UTA will attempt to trace the phone call and prosecute all responsible parties. Every effort will be made to avoid cancellation of presentations/tests caused by bomb threats. Unannounced alternative sites will be available for these classes. Your instructor will make you aware of alternate class sites in the event that your classroom is not available.

Drop policy

Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. **Students will not be automatically dropped for non-attendance.** Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (<http://www.uta.edu/ses/fao>).

Student Support Services Available:

UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall),

call the Maverick Resource Hotline at 817-272-6107, send a message to resources@uta.edu, or view the information at www.uta.edu/resources.

Student Feedback Survey:

At the end of each term, students enrolled in classes categorized as "lecture," "seminar," or "laboratory" shall be directed to complete an online Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student's feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington's effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit <http://www.uta.edu/sfs>.

Final Review Week:

A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week *unless specified in the class syllabus*. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

Syllabus Changes:

The instructor reserves the right to make changes to this syllabus as necessary. Students are responsible for remaining aware of syllabus changes via class announcements, e-mail, and/or other forms of communication.

Emergency Exit Procedures:

Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit, which are located to the north and south of our classroom door down the hallway. When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist handicapped individuals.

Additional Resources:

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|-----------------------------------|---|
| Library Home Page | http://www.uta.edu/library |
| Subject Guides | http://libguides.uta.edu |
| Subject Librarians | http://www.uta.edu/library/help/subject-librarians.php |
| Database List | http://www.uta.edu/library/databases/index.php |
| Course Reserves | http://pulse.uta.edu/vwebv/enterCourseReserve.do |
| Library Catalog | http://discover.uta.edu/ |
| E-Journals | http://liblink.uta.edu/UTAlink/az |
| Library Tutorials | http://www.uta.edu/library/help/tutorials.php |
| Connecting from Off- Campus | http://libguides.uta.edu/offcampus |
| Ask A Librarian | http://ask.uta.edu |

| Week | Date | Description | Reading/Assignments |
|------|-------|------------------------------|---------------------------------|
| 1 | 8/22 | Knowledge/Learning | |
| 2 | 8/27 | Communication | Chapter 1 |
| | 8/29 | Social Science Concepts | Chapter 2-3 |
| 3 | 9/3 | Types of Research | Chapter 4-5 |
| | 9/5 | Study Skills – Test Prep | Project 1 Due |
| 4 | 9/10 | Interpersonal Communication | Chapter 6 |
| | 9/12 | Interpersonal Communication | |
| 5 | 9/17 | Library Day | |
| | 9/19 | Organizational Communication | Chapter 7 |
| 6 | 9/24 | Organizational Communication | Test 1 Due |
| | 9/26 | Mass Media Intro | Chapter 8 |
| 7 | 10/1 | Broad History of Mass Media | Chapter 9 |
| | 10/3 | Newspapers | Chapter 10 |
| 8 | 10/8 | Magazines | Chapter 11 |
| | 10/10 | News Gathering/Reporting | Chapter 15 |
| 9 | 10/15 | News | |
| | 10/17 | Radio | Chapter 12 |
| 10 | 10/22 | Television/Broadcast | Chapter 13 |
| | 10/24 | Television | Project 2 Due |
| 11 | 10/29 | Television | |
| | 10/31 | Communication Technology | Chapter 14 |
| 12 | 11/5 | Digital Media | |
| | 11/7 | Public Relation | Chapter 16 Test 2 Due |
| 13 | 11/12 | Public Relations | |
| | 11/14 | Public Relations | Project 3 Due |
| 14 | 11/19 | Advertising | Chapter 17 |
| | 11/21 | Advertising | |
| 15 | 11/26 | Advertising | Project 4 Due |
| | 11/28 | Thanksgiving Holiday | |
| 16 | 12/3 | Communication Theories | |
| | 12/12 | Final Exam 8-10:30 a.m. | |