

# COMM 1300-001

## Introduction to Communication

Spring 2018

Tuesdays & Thursdays 9:30-10:50 a.m.

Instructor: Geoff Campbell

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Office Hours: Mondays, noon-1:30 p.m./Thursdays 11-12:30 p.m.

Social media: Twitter, @g\_a\_campbell

Instagram, @g\_a\_campbell

Blogs:

<https://geoffcampbell21.wix.site.com/foodpornconfidential>

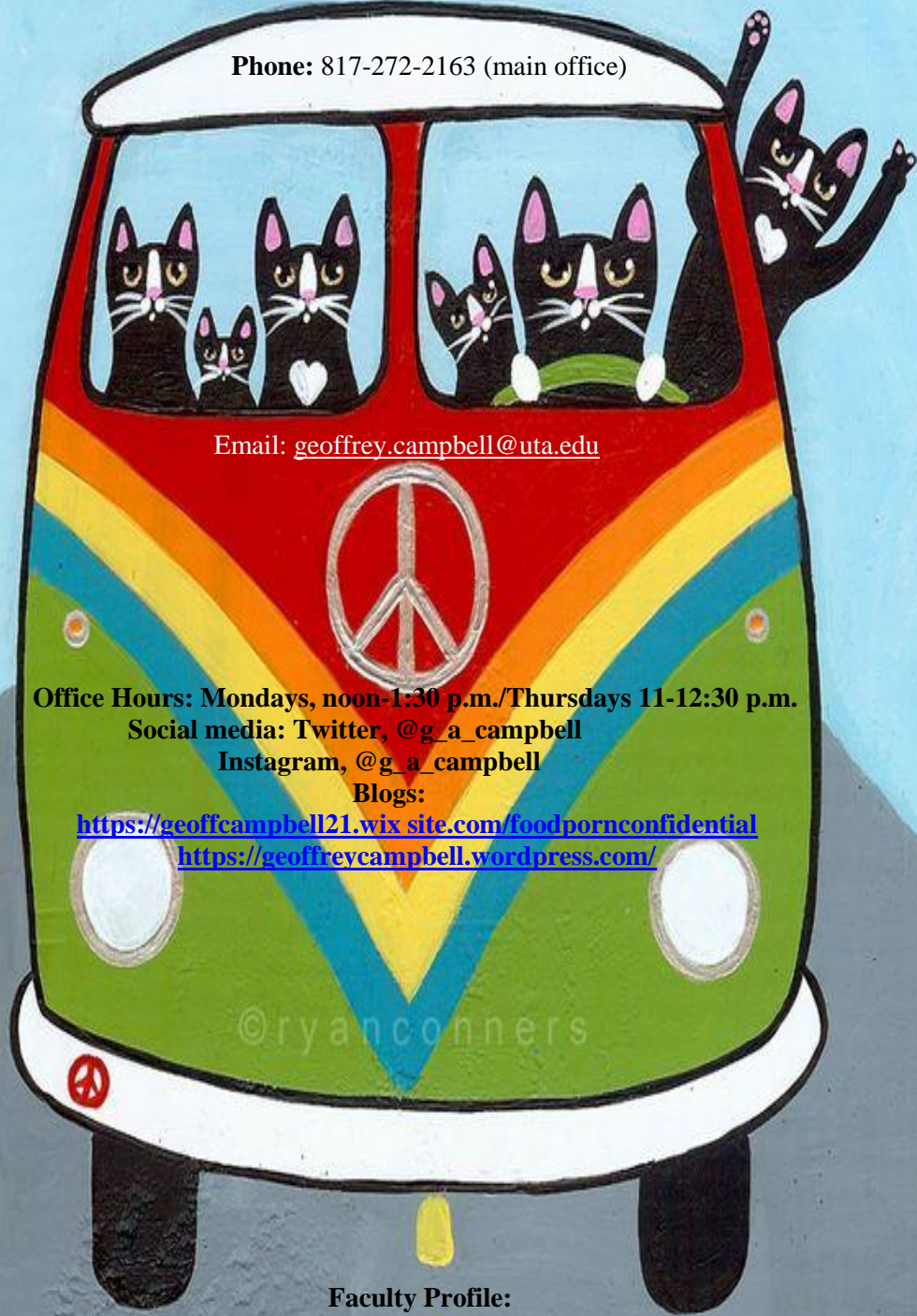
<https://geoffrevcampbell.wordpress.com/>

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Faculty Profile:

<https://mentis.uta.edu/public/#profile/profile/edit/id/3252/category/1>

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**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.

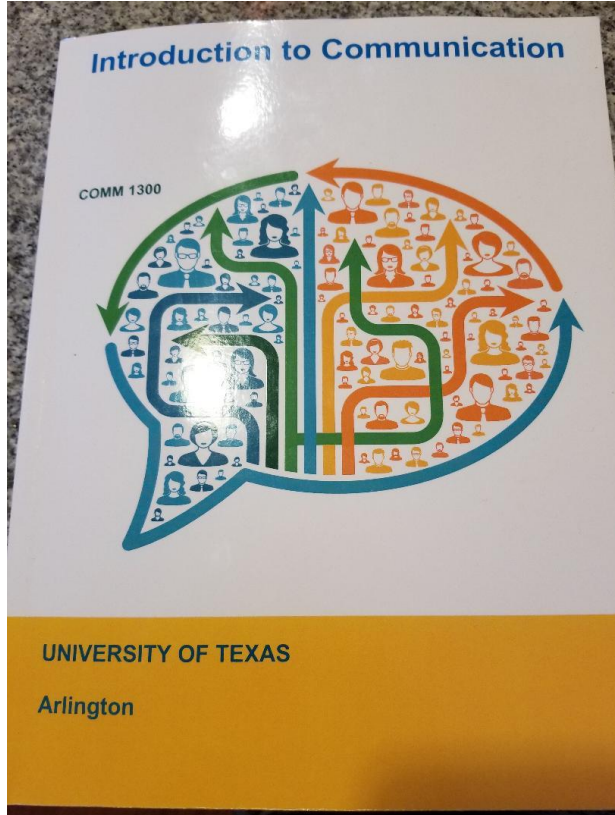
**Required Supplies:**

- 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, though you should know that researchers have discovered that people better retain information when they take notes by hand. Please see [http://www.npr.org/2016/04/17/474525392/attention-students-put-your-laptops-away?utm\\_source=twitter.com&utm\\_medium=social&utm\\_campaign=npr&utm\\_term=nprnews&utm\\_content=20170819](http://www.npr.org/2016/04/17/474525392/attention-students-put-your-laptops-away?utm_source=twitter.com&utm_medium=social&utm_campaign=npr&utm_term=nprnews&utm_content=20170819) for more on the findings of researchers about the benefits of taking notes by hand. This course will use Blackboard, which can be accessed at [elearn.uta.edu](http://elearn.uta.edu)

## Unit Projects

Students will complete three unit projects. The aim of these assignments is to help students develop writing, critical thinking, analysis and interpretation skills. Projects 1 and 2 are worth 100 points. Project 3 is worth 200 points.

## Quizzes

Students will take 10 in-class quizzes throughout the course. Each quiz is worth 10 points, or 100 points cumulatively. Quizzes may cover current events, or course material. Quizzes will be unannounced.

## Exams

Students will be required to complete one regular exam 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 require 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.

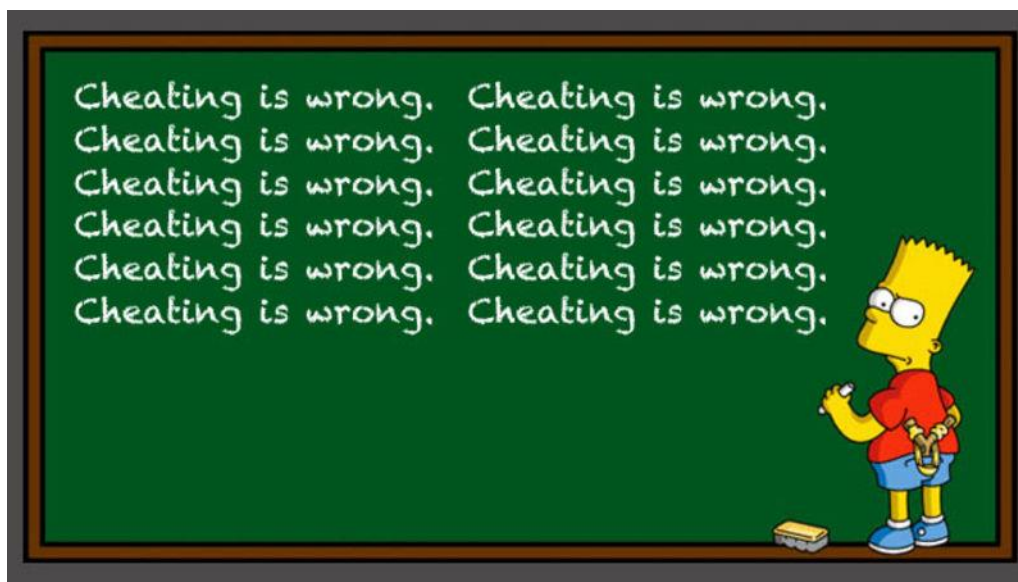
## Grade Scale

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

Exams, etc.			Point scale	
Exams (1)	100 points	10 points each	765 and above	A
Quizzes (10)	100 points		680 – 764	B
Unit Projects (3)	400 points		595 – 679	C
Final exam	150 points		553 – 594	D
<u>Attendance/participation</u>	<u>100 points</u>			
<b>Total</b>	<b>850 points</b>		Below 553	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.

## Disability Accommodations

UT 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)*, *The Americans with Disabilities Amendments Act (ADAAA)*, and *Section 504 of the Rehabilitation Act*. 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 disability. Students are responsible for providing the instructor with official notification in the form of a letter certified by the **Office for Students with Disabilities (OSD)**. Students experiencing a range of conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished academic performance or other barriers to learning may seek services and/or accommodations by contacting:

**The Office for Students with Disabilities, (OSD)** [www.uta.edu/disability](http://www.uta.edu/disability) or calling 817-272-3364.

**Counseling and Psychological Services, (CAPS)** [www.uta.edu/caps/](http://www.uta.edu/caps/) or calling 817-272-3671.

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](http://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**

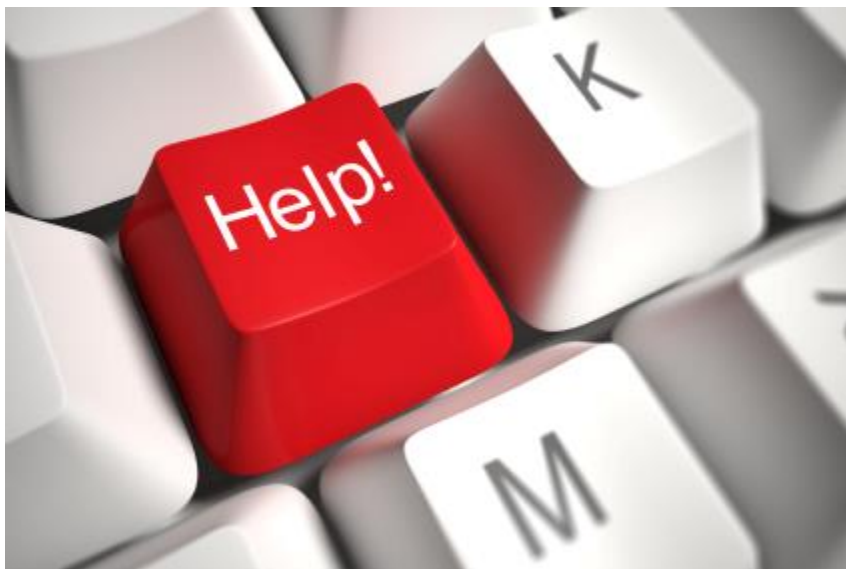
Students may drop or swap (adding and dropping a class concurrently) classes

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://web.uta.edu/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](mailto:resources@uta.edu), or view the information at [www.uta.edu/resources](http://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:**

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>

### **Non-Discrimination Policy**

The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit [uta.edu/eos](http://uta.edu/eos).

## Campus Carry

Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes as prohibited. Under the new law, openly carrying handguns is not allowed on college campuses. For more information, visit <http://www.uta.edu/news/info/campus-carry/>

## Title IX Policy

The University of Texas at Arlington ("University") is committed to maintaining a learning and working environment that is free from discrimination based on sex in accordance with Title IX of the Higher Education Amendments of 1972 (Title IX), which prohibits discrimination on the basis of sex in educational programs or activities; Title VII of the Civil Rights Act of 1964 (Title VII), which prohibits sex discrimination in employment; and the Campus Sexual Violence Elimination Act (SaVE Act). Sexual misconduct is a form of sex discrimination and will not be tolerated. *For information regarding Title IX, visit [www.uta.edu/titleIX](http://www.uta.edu/titleIX) or contact Ms. Jean Hood, Vice President and Title IX Coordinator at (817) 272-7091 or [jmhood@uta.edu](mailto:jmhood@uta.edu).*

### Class Schedule

Week One	Jan. 16	Introduction
	Jan. 18	Knowledge/Learning (Chapter 1)
Week Two	Jan. 23	Communication (Chapters 2-3)
	Jan. 25	Social Science Concepts (Chapters 4-5)
Week Three	Jan. 30	Interpersonal Communication (Chapter 6)
	Feb. 1	Organizational Communication
Week Four	Feb. 6	Communication History (Chapter 9) <b>Project 1 Due</b>
	Feb. 8	Mass Media Intro (Chapter 8)
Week Five	Feb. 13	Happy Mardi Gras! NO CLASS (Catch-up Day)
	Feb. 15	Newspapers (Chapter 10)
Week Six	Feb. 20	Magazines (Chapter 11)
	Feb. 22	Newsgathering/Reporting (Chapter 15)
Week Seven	Feb. 27	News
	March 1	Possible Guest Speaker (Test 1 Due by March 7)
Week Eight	March 6	Radio (Chapter 12)
	March 8	Television (Chapter 13)
Week Nine	March 13	Spring Break
	March 15	Spring Break
Week 10	March 20	Television (Chapter 13)
	March 22	Television <b>Project 2 Due</b>
Week 11	March 27	Communication Technology (Chapter 14)
	March 29	Digital Media
Week 12	April 3	Public Relations (Chapter 16)
	April 5	Possible Guest Speaker
Week 13	April 10	Public Relations
	April 12	Public Relations (Chapter 16)
Week 14	April 17	Advertising (Chapter 17)
	April 19	Advertising
Week 15	April 24	Advertising/IMC
	April 26	In-Class Project
Week 16	May 1	In-Class Project
	May 3	In-Class Project <b>Project 3 Due</b>
Week 17	May 10	Final Exam 8-10:30 a.m.

**Emergency Phone Numbers**

In case of an on-campus emergency, call the UT Arlington Police Department at **817-272-3003** (non-campus phone), **2-3003** (campus phone). You may also dial 911. Non-emergency number 817-272-3381