

**SUL ROSS STATE UNIVERSITY**  
**COMM 1310 – 1W1**  
**Summer 2022**  
**Fundamentals of Communication**

COMM 1310- W01 Fundamentals of Communication Summer 2022 Web-delivered <b>This course satisfies 3 credit hours of component area core</b>	Marjorie Scott Associate Prof. of Communication & Theater Chair, Department of Fine Arts Office: FAB 106 432-837-8039 (office) or 432-294-1191 (mobile) mscott3@sulross.edu Office hours by appointment
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## COURSE DESCRIPTION

Welcome! I'm Marjie Scott, your professor for Fundamentals of Communication. I'm delighted you're enrolled in this course and look forward to working with you this summer.

This course explores the fundamental principles, theories, and practical applications of oral and written communication in a variety of contexts. Throughout this course you will enhance your communication competence in small group, public, and business settings by examining how various analytical frameworks covered in both text and lectures intersect with our personal experiences. The readings and assignments are designed to increase your skills at listening to messages, analyzing them internally, and making the private knowledge you gained public through various means of communication.

### **This course has three main goals:**

- 1) to meet the state and university core curriculum oral communication requirement;
- 2) to develop the oral and written communication skills needed to succeed in the remainder of students' college courses;
- 3) and to begin the lifelong process of becoming literate, critical consumers and producers of messages and develop the skills needed to succeed in the professional world.

It's really the third goal driving this entire course.

## COURSE OBJECTIVES

Upon completion of this course the student will be able to:

- Communicate effectively in small group discussions
  - Demonstrate effective conflict management processes
  - Demonstrate effective decision making processes
  - Demonstrate effective group reporting processes
- Organize and deliver public presentations

- Prepare and participate in a professional interview
- Explain the role of communication in various work and personal situations

## STUDENT LEARNING OUTCOMES

This course is designed to meet one or more of the following Student Learning Outcomes:

SLO 1: Students will be able to analyze communication content for argument, including identification of major elements, such as claim, warrants, and data.

SLO 2: Students will be able to effectively construct messages appropriate to audience, purpose, and context; including electronic media technologies.

SLO 3: Students will be able to apply Communication theories, perspectives, principles, and concepts to the analysis of communication situations.

## REQUIRED READINGS

There is no required textbook for this class. All readings will be posted to Blackboard by the instructor.

## YOUR RESPONSIBILITIES

**Reading:** Most college courses require that students spend a significant amount of time outside of class in individual study time. A typical guideline is to spend two hours per week for every class hour. This means, in a 3-credit course, six hours of outside study per week would be expected. **The “Reading Due” date is the date you need to have completed the assigned reading each day.**

**Deadlines:** Each student is responsible for meeting deadlines for assignments and quizzes. I will make every effort to communicate deadlines clearly and update students on any changes. If a student experiences an issue meeting a deadline, it is the student’s responsibility to communicate and discuss arrangements with the professor.

**Freedom of Expression:** Each student is strongly encouraged to participate in discussions. In any classroom situation (even a virtual one) that includes discussion and critical thinking, there are bound to be many differing viewpoints. These differences enhance the learning experience and create an atmosphere where students and instructors alike will be encouraged to think and learn. On sensitive and volatile topics, students may sometimes disagree not only with each other but also with the instructor. It is expected that faculty and students will respect the views of others when expressed in classroom discussions.

## ASSIGNMENTS & GRADING

Your comprehension and mastery of the course material will be evaluated through a variety of methods. Grades for the class will be based on the following:

Written Assignments	20%
Informative Speech (final)	20%

Special Event Speeches (2)	20% (10% each)
Social Media Assignments (2)	20% (10% each)
Discussion Topics	20%

**Informative Speech:** You will research, write, and present (on video) a 5-7-minute informative speech. Details and grading criteria for this assignment will be posted to Blackboard by Monday, June 7.

**Special Event Speeches (2):** If you have not already been asked with delivering a special event speech, you likely will someday. Examples of special event speeches are wedding toasts, eulogies, a speech of introduction, presenting an award, to name only a few. Your assignment is to choose two different types of special event speeches and write short (1-3 minutes) speeches for each of the types you select. Both speeches should be typed and submitted electronically by their respective deadlines (see syllabus calendar). Assignment details available on Blackboard.

**Social Media Assignments (2):** Social media is one of the main channels of communication in modern society. Have you ever thought about how you come across to others on social media? To your family? Friends? Potential employers? Did you know that every time you post to social media (Facebook, Instagram, Twitter) you are providing free creative content to draw eyeballs to advertisements on social media? And who gets paid for this content that you're creating and posting? Not you. The answer is: Facebook, Instagram, and Twitter. So, students in this class will be asked to analyze their own social media content as well as that of others. Students will also be given a hypothetical social media post to which they will craft a response.

**Discussion Topics Blackboard:** You are expected to participate in class discussions on Blackboard. Discussion topics will be regularly posted to Blackboard throughout the 5-week term and your task is to respond to each thread and engage in discussion with classmates.

**Written Assignments:** You will practice written communication through assignments (some short, some a bit longer) that allow you to consider the language you use to effectively communicate your written messages to the receiver.

## **REASONABLE ACCOMMODATION**

SRSU Disability Services. Sul Ross State University (SRSU) is committed to equal access in compliance with Americans with Disabilities Act of 1973. It is SRSU policy to provide reasonable accommodations to students with documented disabilities. It is the student's responsibility to initiate a request each semester for each class. Alpine students seeking accessibility/accommodations services must contact Mary Schwartz Grisham, M.Ed., LPC, SRSU's Accessibility Services Coordinator at 432-837-8203 (please leave a message and we'll get back to you as soon as we can during working hours), or email [mschwartz@sulross.edu](mailto:mschwartz@sulross.edu) Our office is located on the first floor of Ferguson Hall (Suite 112), and our mailing address is P.O. Box C-122, SUI Ross State University, Alpine. Texas, 79832.

### **Libraries**

The Bryan Wildenthal Memorial Library in Alpine. Offers FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library's website, [library.sulross.edu](http://library.sulross.edu). Off-campus access requires logging in with your LoboID and password. Librarians are a tremendous resource for your coursework and can be reached in person, by email ([srsulibrary@sulross.edu](mailto:srsulibrary@sulross.edu)), or phone (432-837-8123).

The Southwest Texas Junior College (SWTJC) Libraries at Uvalde, Del Rio, and Eagle Pass. Offer additional access to library spaces and resources. Del Rio, Eagle Pass, and Uvalde students may also use online resources available through SWTJC website, [library.swtjc.edu](http://library.swtjc.edu). The SWTJC Libraries serve as pick-up locations for InterLibrary Loan (ILL) and Document Delivery from the Alpine campus.

### **Academic Integrity**

Students in this class are expected to demonstrate scholarly behavior and academic honesty in the use of intellectual property. A scholar is expected to be punctual, prepared, and focused; meaningful and pertinent participation is appreciated. Examples of academic dishonesty include but are not limited to: Turning in work as original that was used in whole or part for another course and/or professor; turning in another person's work as one's own; copying from professional works or internet sites without citation; collaborating on a course assignment, examination, or quiz when collaboration is forbidden.

### **Classroom Climate of Respect**

Importantly, this class will foster free expression, critical investigation, and the open discussion of ideas. This means that all of us must help create and sustain an atmosphere of tolerance, civility, and respect for the viewpoints of others. Similarly, we must all learn how to probe, oppose and disagree without resorting to tactics of intimidation, harassment, or personal attack. No one is entitled to harass, belittle, or discriminate against another on the basis of race, religion, ethnicity, age, gender, national origin, or sexual preference. Still we will not be silenced by the difficulty of fruitfully discussing politically sensitive issues.

### **Diversity Statement**

I aim to create a learning environment for my students that supports a diversity of thoughts, perspectives, and experiences, and honors your identities (including race, gender, class, sexuality, religion, ability, socioeconomic class, age, nationality, etc.). I also understand that the crisis of COVID, economic disparity, and health concerns, or even unexpected life events could impact the conditions necessary for you to succeed. My commitment is to be there for you and help you meet the learning objectives of this course. I do this to demonstrate my commitment to you and to the mission of Sul Ross State University to create an inclusive environment and care for the whole student as part of the Sul Ross Familia. If you feel like your performance in the class is being impacted by your experiences outside of class, please don't hesitate to come and talk with me. I want to be a resource for you.

## COURSE CALENDAR

*The dates and topics on the following calendar are subject to change at instructor's discretion.*

DATE	TOPIC	READING DUE (Readings Tab on BB)	ASSIGNMENT DUE
Wed June 1	Review Syllabus		Self-introduction. Due by 10 PM
Thurs June 2	The Communication Process & Listening	<i>Communication Skills: Sections 1 &amp; 2</i>	
Fri June 3	Listening		<b>Discussion Board Topic #1</b> Listening Due by 10pm
Mon June 6	Language	<i>How We Use Language</i>	<b>Discussion Board Topic #2</b> Language Due by 10 pm
Tues June 7	Social Media	Reading TBD	<b>Discussion Board Topic #3</b> Social Media Due by 10 pm.
Wed June 8	Social Media	Reading TBD	<b>Written Assignment #1</b>
Thurs June 9	Non-verbal Communication	<i>Communication Skills: Section 3 &amp; Nonverbal Messages</i>	
Fri June 10	Non-verbal Communication (continued)		<b>Discussion Board Topic #4</b> Non-verbal Communication due by 10 pm
Mon June 13	Special Event Public Speaking	<i>Public Speaking in Various Contexts</i>	
Tues June 14	Special Event		Email professor with your selected special event speech topics (pick two). Work on speeches.

Wed June 15	Critical Thinking	<i>Critical Thinking Skills</i>	<b>Written Assignment #2</b>  Critical Thinking Due by 10 pm
Thurs June 16	<b>Special Event Speech #1 Due</b>	N/A	<b>Special Event Speech #1 due by 10 pm.</b> Speech due in writing and orally. Use Dropbox link to upload video of yourself delivering the speech.
Fri June 17	Self-Concept/Self-Esteem	<i>The Self Concept and First Impressions</i>	<b>Discussion Board Topic #5</b> Self-Concept Due by 10 pm
Mon June 20	<b>Special Event Speech #2 Due</b>		<b>Special Event Speech Assignment #2 due by 10 pm.</b> Speech due in writing and orally. Use Dropbox link to upload video of yourself delivering the speech.
Tues June 21	Informative Speaking	<i>Preparing Your Speech</i>	
Wed June 22	Informative Speaking (continued)	<i>Speech Delivery</i>	Central Idea Statement for Informative Speech <b>due by 10 pm.</b>
Thurs June 23	Intercultural Communication	<i>Intercultural Communication (Chapter 3)</i>	<b>Written Assignment #3</b> Intercultural Communication Due by 10 pm
Fri June 24	Credible sources of information	Reading TBD	
Mon June 27			Gathering Information for Informative Speech <b>Due by 10 pm</b>
Tues June 28	Work on Speeches		

Wed June 29	Work on your speeches		
Thurs June 30	Creativity	<i>Creativity and Its Importance in Business</i>	<b>Written Assignment #4</b> Creativity Due by 10 pm
Fri July 1	Work on Speeches	N/A	N/A
Mon July 4	<b>Independence Day Holiday</b>		
Tues July 5	<b>Last day of Class – Final Due</b>		<b>Upload informative speeches.</b> <b>A Dropbox File Request will be posted to Blackboard.</b> <b>Speeches and outlines</b> <b>Due by 10 pm</b>