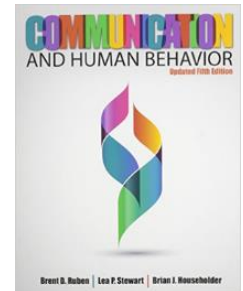


**COMM 1335.001 – Introduction to Communication Studies**  
**Fall 2022**  
**Course Syllabus**

<b>Professor:</b>	<b>Joseph Velasco, Ph.D.</b>
<b>Office Hours:</b>	MW: 10-11am (in MAB 301), 2-3pm; TTh: 2-3pm; & Fri (web) 1pm-5pm
<b>Office Location:</b>	LH 307; Online Classroom via Blackboard Collaborate
<b>Telephone:</b>	432-837-8370 or 505-362-1066 (cell)
<b>Email Address:</b>	jvelasco@sulross.edu
<b>Class Schedule:</b>	12:30-1:45pm, TTh
<b>Classroom Location:</b>	MAB 301
<b>Required Text:</b>	Ruben, B. D., Stewart, L. P., & Householder, B. J. (2014). <i>Communication and human behavior</i> (Updated 5 <sup>th</sup> ed.). Dubuque, IA: Kendall-Hunt.
<b>Required Equipment &amp; Software</b>	Internet connection; computer with webcam & microphone; Microsoft Word, Microsoft PowerPoint (available free to SRSU students via <b>Office 365</b> )

RESOURCES
Bookstore
Graduate Student Center
Human Resources
Library
Lab look
Lab Pass
Office 365

My name is Dr. Joseph Velasco (most students call me Dr. V), and I am happy to be on this academic journey with you. This course is designed to survey the discipline of Communication Studies, giving attention to tracing its historical lineage and development. This course is designed specifically for Communication Majors to serve as a foundation for further learning and specialization within the discipline. Together, we will examine [disciplinary fields](#) spanning digital media, mass communication & media literacy, public communication, cultural/intercultural communication, gender communication, interpersonal communication, and more.



**Section I. Student Learning Outcomes**

This course is designed to meet one or more of the student learning outcomes applied to all Communication majors:

- 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.

**Section II. Course Learning Objectives**

After completing this course, you will be able to:

1. Demonstrate understanding of the major theories that have shaped the field of communication, and their relevance to your life and your scholarship.

2. Demonstrate understanding of the major paradigms at work in the communication field, and how those paradigms shape theoretical perspectives and research methods.
3. Describe how particular communication theories and methods can be used to address communication problems in social and cultural contexts.
4. Demonstrate ability to write and cite research sources in a manner consistent with communications scholarship.
5. Develop a portfolio of your work in this course documenting your personal, professional, and scholarly interests.

### Section III. Marketable Skills

This course offers you the opportunity to develop the following skills:

- Informative and Persuasive Speaking
- Audience-centered Writing
- Critical Analysis
- Research
- Effective Message Construction Using Technology

### Section IV. Course Requirements and Grading

<i>Assignment</i>	<i>Points Possible</i>	<i>Grading Scale</i>
<i>Mini exams (5 @ 10 pts)</i>	50	<i>A = 450-500</i>
<i>Final Exam</i>	100	<i>B = 400-449</i>
<i>Article Summary 1</i>	100	<i>C = 350-399</i>
<i>Article Summary 1 presentation</i>	25	<i>D = 300-349</i>
<i>Article Summary 2</i>	100	<i>F = &lt; 300</i>
<i>Article Summary 2 presentation</i>	25	
<i>“Interview a Communication Scholar” Essay</i>	100	
<b>Possible Points</b>	<b>500</b>	

### Section V. Course Assignments

**Mini exams.** To inspire you to read and retain the material we cover in this class, I will examine your retention and comprehension through mini-exams which will take about 5 minutes at the beginning of select classes indicated on our calendar. I don't expect pure regurgitation of the readings. I expect original thought coupled with a demonstration of understanding concepts, theories, and/or histories of the discipline of Communication. Ten points is possible for your response to the prompt.

**Article Summaries.** You are required to search the *Communication & Mass Media Complete* online database (provided by the library) and find two scholarly, peer-reviewed, academic journal articles that interest you AND relate to the academic discipline of Communication Studies. They must be full studies that present original findings. For each, you will write a one-page summary of the article and **submit it through Blackboard on the designated day in your course calendar**. Please bring a one-page copy of your summary for each of your class colleagues. The article summary format is provided in our Blackboard shell as a tool.

**Article Summary Presentations.** You will give an informal presentation of your journal article summary to the class. You will take us through your summary, attempt to answer any questions we may have relevant to the study, and stimulate conversation through your two discussion questions (see the Article Summary Format).

**“Interview a Communication Scholar” Essay.** The discipline of Communication Studies is made up real people doing real scholarly work. To help humanize your understanding of our discipline, you have the opportunity to talk to a scholar and write a reflection essay on the experience. You will have the responsibility of contacting a Communication scholar of your choice. You may interview this person by phone, email, or through other channels (even face-to-face). Your essay should be 3-5 pages in length. Adhere to APA-style throughout.

**Final Exam.** The final exam is comprehensive.

## **Section VI. Policies**

**Basic Class Expectations:** It is expected that you spend at least a few hours each week to complete the course readings and assignments. Since this class has online resources, I expect that you have reliable internet service and that you check your university email at least once a day. It is also recommended that you set up course notifications in Blackboard to receive alerts (e.g., email, text, etc.) when I post announcements, grades, or other course-related items. See instructions in Blackboard.

**(Online) Classroom Demeanor:** Communication issues tend to be emotionally charged. It is highly unlikely in a class this size that everyone will share your personal values, beliefs, and opinions. Believe it or not, this is a good thing! The presentation of varying perspectives will help all of us to learn. This can be accomplished if ideas, beliefs, and opinions are presented in a respectful way. I will be expecting all students to follow basic ground rules for our interactions whether they are face-to-face or virtual. We will discuss and establish these ground rules in class.

**Academic Integrity.** Intellectual development requires hard work. Academic dishonesty severely interferes with this development and reduces the value of college degrees. Presenting the ideas or work of others as your own, submitting the same paper for multiple classes, doing someone else’s work, and/or failing to cite your sources when you utilize the ideas of others, are all examples of dishonest academic conduct. As an SRSU student, it is your responsibility to read and understand the university’s expectations about academic integrity. All violations will be taken seriously and handled through the appropriate university process. The policy can be found at: <https://www.sulross.edu/about/administration/university-policies/>

**Late Work:** All the assignments for the entire course will be posted and available as soon as the course is open. It is expected that all assignments are completed by the stated deadlines. Please plan your time carefully. If something does come up, prompt and clear communication will facilitate an accommodating response.

## **Section VII. Notes on University Programs and Policies**

**ADA.** 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. Students seeking accessibility/accommodations services must contact Rebecca Greathouse Wren, LPC-S, 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 [rebecca.wren@sulross.edu](mailto:rebecca.wren@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.

**SRSU Distance Education Statement:** Students enrolled in distance education courses have equal access to the university's academic support services, such as library resources, online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires secure login. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. **Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website.** Directions for filing a student complaint are located in the student handbook.

**Technical Support.** SRSU 24/7 Blackboard Technical Support: Toll Free: 888.837.6055.  
Email: [blackboardsupport@sulross.edu](mailto:blackboardsupport@sulross.edu)

**SRSU Library Services.** 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 your LoboID and password. Check out materials using your photo ID. 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).

**Course Calendar**  
(This Calendar is subject to Change)

Week	Date	Topic	Reading	Due or To Do:
One	Aug 23 Aug 25	Course Introduction Definitions and Theories	<i>Preface</i> Chapter 1	
Two	Aug 30 Sept 1	History of the Discipline Evolution of Communication Theory	Chapter 2 Chapter 3	Mini Exam 1
Three	Sept 6 Sept 8	The Process Fundamentals & Writing Article Summaries	Chapter 4 Chapter 5	Mini Exam 2
Four	Sept 13 Sept 15	Research Primer <i>Video: Library Research</i>	N/A N/A	
Five	Sept 20 Sept 22	Reception and Perception Work on Article Summaries	Chapter 6	Mini Exam 3
Six	Sept 27 Sept 29	Verbal Messages Nonverbal Messages	Chapter 7 Chapter 8	
Seven	Oct 4 Oct 6	Article Summary 1 Presentations <i>Individual work on interview assignment</i>		Article Summary 1
Eight	Oct 11 Oct 13	Media and Digital Media The Individual & Self-Expression	Chapter 9 Chapter 10	Mini Exam 4
Nine	Oct 18 Oct 20	Relationships Guest Speaker: upper-level Comm student	Chapter 11	
Ten	Oct 25 Oct 27	Groups and Teams Organizations	Chapter 12 Chapter 13	
Eleven	Nov 1 Nov 3	Cultural Communication <i>Special Topic: Undergraduate Research</i>	Chapter 14	Mini Exam 5
Twelve	Nov 8 Nov 10	Article Summary 2 Article Summary 2		Article Summary 2
Thirteen	Nov 15 Nov 17	<i>Special Topic: Gender Communication</i> Public and Mass Communication	Chapter 15	
Fourteen	Nov 22 Nov 24	<i>Special Topic: Health Communication</i> Thanksgiving Break – No Class		
Fifteen	Nov 29 Dec 1	Discuss Interviews Dead Day – No Class		Interview Essay
Sixteen	TBA	<b>Final Exam – TBA</b>		<b>Final Exam</b>