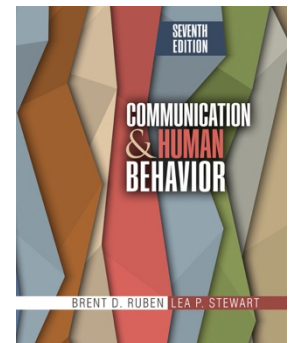


COMM 1335.001 – Introduction to Communication Studies
Fall 2024
Course Syllabus

- RESOURCES
- Bookstore
- Graduate Student Center
- Human Resources
- Library
- Lobo lookou
- Lobo Pass
- Office 365

Professor:	Joseph Velasco, Ph.D.
Office Hours:	MAB 301: MW, 9:50-10:50am & LH 307: TTh 2-3pm, or by appointment
Office Location:	LH 307 or MAB 301
Telephone:	432-837-8370 or 505-362-1066
Email Address:	jvelasco@sulross.edu
Class Schedule:	TTh 9:30-10:45am
Classroom Location:	LH 303
Required Text:	Ruben, B. D., & Stewart, L. P. (2020). <i>Communication and human behavior</i> (7 th ed.). Dubuque, IA: Kendall-Hunt.
Required Equipment & Software	Internet connection; computer with webcam & microphone; Microsoft Word, Microsoft PowerPoint (available free to SRSU students via 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 academic 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.

- 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	A = 450-500
<i>Final Exam</i>	100	B = 400-449
<i>Article Summary 1</i>	100	C = 350-399
<i>Article Summary 1 presentation</i>	25	D = 300-349
<i>Article Summary 2</i>	100	F = < 300
<i>Article Summary 2 presentation</i>	25	
<i>“Interview a Communication Scholar” Essay</i>	100	
Total Possible Points	500	

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 five 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 Studies.

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 both interest you AND relate to the academic discipline of communication studies. They must be full studies that present original findings. The first study must be quantitative and the other qualitative in design. Theory must be present in both. You will then write a one-page summary of each article and **submit one on the designated days in your course calendar.** Please bring a one-page copy of your summary for each of your class colleagues *or* upload a digital copy in the appropriate discussion board.

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 of 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 is an online course, it is also expected 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 a text alert 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 expressions of varying perspectives will help us all learn. This can be accomplished if ideas, beliefs, and opinions are presented in a respectful way. Effective listening is also necessary. I expect all students to follow basic ground rules for online discussion.

Academic Integrity. Students in this class are expected to demonstrate scholarly behavior and academic honesty in the use of intellectual property. Students should submit work that is their own and avoid the temptation to engage in behaviors that violate academic integrity, such as 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. Students should also avoid using open AI sources unless permission is expressly given for an assignment or course. Violations of academic integrity can result in failing assignments, failing a class, and/or more serious university consequences. These behaviors also erode the value of college degrees and higher education overall.

Late Work: There is no guarantee that I will accept late work. I may accept late work for a reduced grade.

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 Mary Schwartze Grisham, 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"). The office is located on the first floor of Ferguson Hall (Suite 112), and their mailing address is P.O. Box C-122, Sul Ross State University, Alpine, Texas, 79832. **Please note that instructors are not permitted to provide classroom accommodations to a student until the appropriate verification has been received.**

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

SRSU Library Services. The Sul Ross Library 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. 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), or phone (432-837-8123).

Mike Fernandez, SRSU Librarian, is based in Eagle Pass (Building D-129) to offer specialized library services to students, faculty, and staff. Utilize free services such as InterLibrary Loan (ILL) and ScanIt to get materials delivered to you at home or via email.

Counseling. Sul Ross has partnered with TimelyCare where all SR students will have access to nine free counseling sessions. You can learn more about this 24/7/356 support by visiting Timelycare/SRSU. The SR Counseling and Accessibility Services office will continue to offer in-person counseling in Ferguson Hall room 112 (Alpine campus), and telehealth Zoom sessions for remote students and RGC students.

Course Calendar
(This Calendar is subject to Change)

Week	Date	Topic	Reading	Due or To Do:
One	Aug 27	Course Introduction	<i>Preface</i>	
	Aug 29	Definitions and Theories	Chapter 1	
Two	Sept 3	History of the Discipline	Chapter 2	Mini Exam 1
	Sept 5	Evolution of Communication Theory		
Three	Sept 10	The Process	Chapter 3	Mini Exam 2
	Sept 12	Fundamentals & Writing Article Summaries		
Four	Sept 17	Research Primer & McNair Scholars Program	N/A	
	Sept 19	<i>Video: Library Research</i>	N/A	
Five	Sept 24	Info Processing and Perception	Chapter 6	Mini Exam 3
	Sept 26	<i>Work on Article Summaries – No Class</i>		
Six	Oct 1	Nonverbal Messages	Chapter 4	
	Oct 3	Verbal Messages	Chapter 5	
Seven	Oct 8	Article Summary 1 Presentations		Article Summary 1
	Oct 10	Mediated Communication: Public & Mass	Chapter 7	
Eight	Oct 15	The Individual: Identity & Self	Chapter 8	Mini Exam 4
	Oct 17	Self-Expression		
		Preparing for Interviewing a Scholar		
Nine	Oct 22	Talk about Interview assignment		
	Oct 24	Interpersonal Comm & Relationships	Chapter 9	
Ten	Oct 29	Guest Speaker: upper-level Comm student		
	Oct 31	<i>Special Topic: Undergraduate Research</i>		
Eleven	Nov 5	Group Communication	Chapter 10	Mini Exam 5
	Nov 7	Organizational Communication	Chapter 11	
Twelve	Nov 12	Article Summary 2 Presentations		Article Summary 2
	Nov 14	<i>Special Topic: Gender Communication</i>		
Thirteen	Nov 19	Cultural Communication	Chapter 12	
	Nov 21	<i>NCA New Orleans – No Class</i>		
Fourteen	Nov 26	<i>Discuss Interviews</i>		
	Nov 28	<i>Thanksgiving Holiday – No Class</i>		
Fifteen	Dec 3	Family Crisis Symposium		Interview Essay
	Dec 5	DEAD DAY – <i>No Class</i>		
Sixteen		Final Exam – TBA		Final Exam