

Comm 1120

Intro to Communication Hybrid (tentative/subject to change)

Class meeting: section hybrid 10:30am-12:30pm M/W 5/27-6/29

location: H 119

Final: Thursday 6/25 (regular class time)

Instructor : Lenig

Preferred email: slenig@columbiastate.edu

Office: Hickman 149

Office phone: 931-540-2877

Office Hours: 8:30-10:30am T/R (Office hours does not mean I will necessarily be in the office. I could be in the Library, in conference, hiring, in committee, writing a scholarly publication, researching for your class, etc. It just means I'm generally available. If you want to be sure to catch me, make an appointment)

Texts:

* Bennis, Johnson, Lenig: Communication Odysseys: (required)

* Massik/Solomon: Signs of Life 4th edition(required)

*other materials/online

assigned at the instructor's

Course Description: This is a communication and as such it is an fields of communication: public communication, theatre, mass communication. Each teacher has Ms. Bennis has a strong background cultural studies, Mr. Johnson is an the entertainment field. My beat is public communication by discussing talk about, their popular culture that you don't watch tv, don't listen the do not subscribe to magazine, do not movies, I can only say that I am impoverished cultural life, and that chance to catch up. There is more to video games, and gas guzzling cars, those cultures that move your things you must do each day. Such a address but more importantly communicate ideas, win arguments, reasoning in a society that is awash thinking, and poor, unsupported not to shape a particular set of process by which poorly supported created and how to make better thinking in society. This benefits decisions in finance, politics, health care, education, statesmanship, and personal relationships.



data/reserve may be discretion hybrid course in introduction to the variety of relations, interpersonal media, and visual certain areas of expertise. in interpersonal relations and expert in public relations and popular culture so we study what most people know and surrounds them. If you say radio, don't read the paper, play music, or don't go to the sorry you have led such an now you will have a brief life than work, cell phones, and here you will explore thinking beyond the prosaic class requires public emphasizes good rhetoric to and promote sound in bad rhetoric, shallow persuasion. The goal here is beliefs but to expose the beliefs and images are arguments to promote good

The course is designed to aid students in understanding the complex interdisciplinary field of communication in contemporary society. Students will

- a. learn about the history of communication;
- b. practice through exercises in speaking/problem-solving;
- c. explore multicultural and different modes of comm;
- d. and become familiar with various mass comm areas.

Methods: Instruction is conducted by lecture/discussion, analysis of speeches/texts, laboratory experience in speaking/problem-solving. This class is a research and scholarship communication class.

Course Objectives: Students will:

- * (a) achieve competency in public presentations
- * (b) achieve skills in small group and problem-solving sessions
- * (c) learn to manipulate media in the creation of public presentations
- * (d) learn about the art of persuasion/logic to ethically persuade
- * (e) become familiar with the rich history of communication

- * (f) learn how to think critically about issues and propaganda
- * (g) practice researching, writing outlines and presenting data
- * (h) broaden understanding of multicultural communication
- * (i) recognize the terms and interdisciplinary fields of comm.
- * (j) dress and act appropriately to influence the thinking of others

Methods: This course is an experimental methods section. Use of media, student discussion and guided research will be the means of instruction. There will be very little lecturing. After assignments are given students will be responsible for leading the discussion. Discussion teams will be assigned.

POLICIES:

ATTENDANCE: There are 10 class meetings.
No leaving class early/no arrival late.

10 points deducted EVERY TIME a student leaves early or arrives late.

One unexcused absences drops a letter grade.

Two unexcused absences: two letter grade drop.

If you are not in the class when I take roll, **that means you are absent.** It is when I call roll, not when you show up that class begins. This is my class, and you are a participant to be examined, to learn and to obey. You do not make the rules. I do. No snack, smoke or bathroom breaks every five minutes. We take regular breaks. Take yours then.

More than two unexcused absences: **FAIL.** Absences on assigned speech days: **DOUBLE** (whether or not you are speaking!)

Excused Absences: only documented illnesses, a death in immediate family; jury duty; approved campus event. No other!

No cell phones, no beepers, no texting, no outside distractions....focus on your class. 20 points deducted for every single infraction. Do not annoy me with your private life and gadgets.

Essay submission: Essays will be submitted before the class on the due date to the online campus site. No papers will be accepted in paper form. Only internet electronic submission of essays. ALL PAPERS WILL BE IN .DOC or .DOCX format, or .RTF **NOT** NOT WPS, NOT OTHER FORMATS. THESE ARE NOT STANDARD FORMATS AND THEY ARE NOT UNIVERSALLY READABLE. .DOC IS THE STANDARD BECAUSE TO DATE IT IS THE MOST UNIVERSALLY READABLE FORMAT. THIS MAY CHANGE IF DOCX BECOMES FASHIONABLE BUT IT IS ONLY A YEAR OLD AND THERE ARE NOT ENOUGH USERS THAT CAN READ THAT FORMAT. ANY OTHER FORMAT SUBMISSION IS AN F.

Daily Quizzes: I will make four exams for the class. But there will also be daily quizzes on line to make sure you are reading and is a participation class. I actively learn by reading, aren't reading, then you taken prior to the class for or after class, it will not be Quizzes are online at the

Quizzes will be timed and you take them. In fact using notes fail the quizzes. It would cut All quizzes are before we at your quizzes everyday, I will the class.

Late papers: None!

the syllabus. You know

If any assignments are late

There will be a penalty for

If you think you will miss an assignment, make arrangements to complete it in advance.

If the instructor chooses to accept a late paper:

10% off: 1 day late 20%: 2 days late 30%: 3 days 40%: 4 days 50%: 5 days (why bother?)

TYPING: EVERYTHING typed.

All assignments submitted electronically in .doc FORMAT to: online campus at:

<https://elearn.columbiastate.edu/>



prepared to discuss. Remember this don't teach it as much as you writing and speaking. If you are can't contribute. Quizzes should be that day. If you take the quiz during counted and you will lose points. online campus site.

<https://elearn.columbiastate.edu/> are not to use any books or note to or the book would probably make you into your time to answer questions. • discuss that day's readings. I don't look probably only grade them at the end of

Performance dates are firm and in them NOW!

and for some reason accepted. turning in any written late work.

DO NOT ENTER ONLINE CAMPUS THROUGH CHARGER NET. THAT SYSTEM BOOTS STUDENTS AFTER A FEW MINUTES. IF YOU ARE BOOTED YOU COULD LOSE OR NOT FINISH A QUIZ....DO NOT ENTER ONLINE CAMPUS THROUGH CHARGER NET. USE THIS ADDRESS ONLY.

No exceptions.

All assignments should conform to the MLA format. This is a humanities class, not a social science or science class, learn the correct format for academic papers in this discipline. To do less is disrespectful and will be penalized with 50% grade reduction. There are no warnings for screwing up the format requirement.

No Wikipedia as a source. Instant F.

No copying any thing. Plagiarism will receive an F. No makeups on plagiarism.

Remember: No cellphones/no internet/no texting during class...are we clear!!!!

Dropping: Last day: 6/15

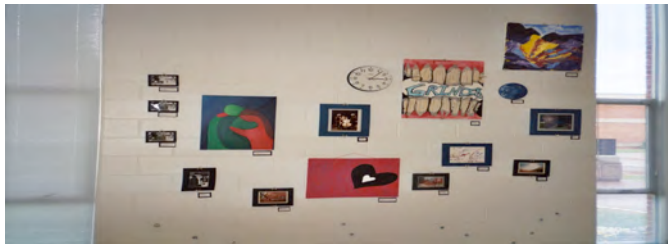
Cheating: Don't. Students caught cheating or plagiarizing will fail. I check suspicious words, sentences, and whole papers against academic cheating websites specifically purchased by our library staff. We have a database of over 80,000 collage papers and we can check any paper against thousands of similar ones. If it looks suspicious you will be checked.

Tardy students: Be on time. DO NOT BE LATE. If you aren't here when I take roll you are absent!!!! No ifs, ands or buts. No excuses. Be here. I take roll when I feel like it. Sometimes at the beginning or sometimes the end. **20 points deducted for late arrival. 20 points off for early departure.**

Extra credit: None

Exams: Though

class, there will 4 OBJECTIVE students to reading. If you know about your have to say will



this is principally a COMMUNICATION be oral discussions and EXAMS that require remain current in their don't read, you won't world. What you will be incredibly lame. **WARNING: EXAMS DIFFICULT. STUDY**

ARE VERY HARD!

Email: You may email the instructor. This does not constitute an excuse from an assignment. Do not expect immediate replies. Comments from email are ONLY at the instructor's discretion or leisure. **They are not binding.** If you need something right away, see the instructor during office hours. Don't wait until 12 midnight the day before an assignment and expect 12:05 am email help. It won't happen.

Web materials: Also there will be web materials. You will need to be hip on **ONLINE CAMPUS.** IF YOU DO NOT KNOW HOW TO USE ONLINE CAMPUS, LEARN!!!!

Writing:

Evaluation of all writing projects follows the standards of good composition:

| | |
|--|---------------------|
| Mechanical error (for EACH error) | 5 points |
| Spell, punctuation, proofing, minor sentence | |
| Construction error (EACH error) | 10 points |
| Sentence sense, frag, run-on, paragraphing | |
| Struc/works cited/text notes (EACH error) | 10/20 points |
| Complexity/thesis/exemplification | |
| Shallowness/hyperbole/generalization/ | |
| Immaturity/off topic/incoherent (EACH error) | auto failure |
| Advertisers: How do they see us? | |

METHOD OF EVALUATION:

| | |
|--------------------------------------|--------------------------|
| 5 Comm projects+ daily participation | 400 points |
| 1 Myth Project | 100 points |
| 1 Film Project | 100 points |
| 1 Ad Project | 100 points |
| 1 Debate | 100 points |
| 4 exams/daily quizzes | 400 + points |
| daily/weekly discussion | 100 + points |
| article analysis assignments | 100 + points |
| TOTAL | 1000 points total |



ASSIGNMENTS: 100 points possible

(1) Discussions/Quizzes: (-? points) I give unannounced, surprise, pop quizzes. These can adversely affect your overall grade Quiz grades can deduct points from your overall grade. Everyday you have assigned readings and projects to complete orally. I will guide the discussions and I will call upon groups to lead the discussions and individuals will be called to participate. Specific/clear/summaries/analysis are desired. Iffy/tentative/diatribes/uninformed talk will be punished. 20 points will be deducted If students do not participate very actively in the discussions.

(2) Discussion : (up to 100 points.) These take place throughout the semester on a weekly basis. There are over 20 readings and critiques of all readings. Obey the format for group critiquing. The instructor will list a discussion for each week and by Sunday, everyone should have discussed the reading and provided 100 words of discussion and two responses to other discussion entries. See the discussion format for details.

(3) Debate (100 points) (team) Debate teams will debate a contemporary social issue. Students research data, prepare affirmative/negative statements, orally create rebuttals/cross examinations and visual exhibits to argue a case. All students participate. Group Grade 50 points possible/individual essay 50 points possible) 500 word essay.

(4) Culture Project (100 points) Individuals will discuss why and how a modern culture shaped the way Americans have conceived their world.

(5) Myth Project: (100 points) Students will address contemporary beliefs in widely held mythic beliefs that may or may not be true. Students will analyze why the myths came into being, whether or not the myths are helpful, valuable or merely lies and destructive data.

(6) Persuasion/problem/solution Project : (100 points) Students will individually address the power of ads and visual communication to shape the world. Students will select an ad or visual communication item that corresponds to the way we see a vital institution or aspect of our culture and the student will provide evidence that links the ad/visual comm. to the institutional incidence. The goal is to provide a deeper understanding and insight into how visual communication and ads really govern how we relate to the world.

(7) Four exams (400 points) Tests covering readings, discussions, videos, lectures....anything covered in class!!

(8) Four essays from the assigned readings are due through out the semester. (100-200 points) Students will pick an essay from the assigned essays for a unit and write a strong thesis response essay to the ideas and opinions provided in the essay. These should be 500 words or more and must use 2 college level/library database sources in MLA style.



Essays/outlines for assignments

Prepared Speeches may have **EITHER** an outline, note card or essay components. The instructor will tell you before each assignment what is required. Non-conforming essays FAIL. Essays are submitted to the dropbox. **Essays MUST meet all 9 criteria:**

1. TYPED
 2. Argumentative
 3. minimum 2 FULL PAGES, 12 point type or smaller, no big baby type, no large margins, etc, PLUS Works Cited page. (I count words) Must be a minimum of 500 words.
 4. Clear logical development using accurate vocabulary/examples.
 5. Must reflect actual content of the presentation.
 6. CITE sources IN-TEXT according to MLA IN-TEXT DOCUMENTATION style in the Massik text: See 59, Odysseys 151-56.
 7. include an MLA style WORKS CITED section
 8. MINIMUM Four SOURCES for formal essay.
- NOTE: Traditionally students are called upon to use sources in essay and argument preparation. This assures a high level of scholarship and entails real world research. For the research component of the class, sources must conform to this standard.
- * One Approved internet source:
 - * One text (paper) source (your text is possible)
 - * One media: TV, cable, interview, film, radio, etc.
 - * One interview with a professor or Approved person (please no family, friends or other parties, the idea is to talk to new people.)
- Total Sources 4**
9. Sources must be orally cited. Failure to mention sources aloud integrated into the speech drops the speech a grade.

**Comm 1120: Tentative Class Schedule:
Starred Assignments are GRADED**

Week One:

Unit 1: Myth and Culture

5/27: Mythic America: Internet
video:FDR
discussion:SOL: myth: 721/ Bader: 784
discussion: COD: chapter 6: Informing
Discussion: informative presentation I
Discussion: assignment critiques/discussion
Syllabus: Informative h/o
Comm History
Comm Models
Comm Myths/Icons
video: Maxed Out
discussion: SOL:Batman 753/ Prager 769
library research

Week One discussion due 5/31 by 12 noon

6/1

Video: power of nightmares
Martin Luther
Discussion: SOL:Superman 744/Caldwell 779
Discussion: COD: History, Chapter 1
Discuss Culture Presentation

Article Assignment One due before class 6/1

***Presentation 1: Informative: Myth America
essay in the drop box/3-5 Notecards allowed/extemporaneous, not memorized or read**



6/3:

*Exam I: Myth: all chapters/videos/materials

:Unit 2: Film and Communication/Culture

Discussion: Hegemony (online)
Discussion: Hollywood Sign 299
Discussion: Od chapter 7
Video: Shattered Glass
Discuss culture Assignment
Discussion: SOL:Ray 308/Segar 317/Ealy 326
Sobchack372 Parenti 368
Discussion: persuasion: induction/deduction/toulmin
Video:watch the skies

Article Assignment Two Due before class 6/3

Week Two discussion Due 6/7 before 12 noon

6/8:

***Presentation 2: Culture**

Discussion: SOL:Ray 308/Segar 317/Ealy 326
Sobchack372 Parenti 368
Discussion: persuasion: induction/deduction/toulmin
Video:watch the skies

6/10

Exam II : film: videos/readings/discussions

Unit III: Advertising

video: killing us softly

discussion: Shames 76/Norton 83/Kron 109/Barber (online)

video: ads/Frontline: 10 trillion and counting

discussion: COD: Chapter 11

Maasik: Brought to you b(u)y 141

Solomon: Culture of ads 409

Week four discussion due

Discussion: Persuasive/Problem/Solution Presentation

Video:walmart

discussion:SOL:Marchand 151/Hine 91/COD: chapter 2

Article Assignment three due before class on 6/10

Week Three Discussion due 6/14 before 12 noon

6/15

Presentation 3: Problem/Solution/Persuasion

discussion: culture industry by adorno (online)

Unit IV: Television and Emerging Media

Discussion: Cod: Chapter 11/SOL: Video Dreams 209

Discuss: research essay/presentation

Video:breakdown

Video: Rising sun

Discussion: COD.Chapter 10/4

Discussion:

video:southpark: lotr parody

Discussion: SOL: _____Matheson 250/douglas 270

library research

6/17

Exam III: Advertising and the culture of consumption

Discussion: debate/tactics and organization

Debate groups assigned

Video: online life/youth and parents/Frontline

Discussion:mediaeffects(online)

Discussion: Stark 263/Mcluhan (online)/Postmod-defined (online)

Lenigonpostmodernism (online)

Video: Living online

Video Dreams 209

Debate groups meet

Discussion: COD. Chapter 9/SOL: harold 241/24 article (online)

Debate groups meet

Video:Music/bus/Secret Gov/Curse of Kennedys

Article Assignment Four Due before class on 6/17

Week four discussion due on 6/21

6/22

Debate prep

6/24

***Debate presentation**

Week five discussion due by 6/26 noon

6/29

Final Exam at 10:30am: television