

# Syllabus

COM-340: Communication Theory

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## Course Description

Examines definitions and modes of communication. Exploration of specific theories will be emphasized through individual research. Replace this text with the official course description from the MCO.

**Credit Hours:** 3

**Prerequisite Courses:** None

**Prerequisite Skills and Knowledge:** None

## Course Outcomes

Upon completion of this course, you should be able to:

1. Describe the role of theory in developing the “life of the mind”.
2. Explain the primary tenets of major theories of communication.
3. Critically evaluate and articulate the strengths and weaknesses of communication theories.
4. Analyze communication events and artifacts from theoretical perspectives.
5. Apply communication theories in written and oral presentations in a scholarly fashion.
6. Identify the ethical implications of communication theories.

## Course Textbook

Griffin, E., Ledbetter, A. and Sparks, G. (2015). *A First Look at Communication Theory* (9th ed.) New York: McGraw-Hill.

## Course Technology

None

## IWU Diversity Statement

IWU, in covenant with God’s reconciling work and in accordance with the Biblical principles of our historic Wesleyan tradition, commits to build a community that reflects Kingdom diversity. We will foster an intentional environment for living, teaching and learning, which exhibits honor, respect, and dignity. Acknowledging visible or invisible differences, our community authentically values each member’s earthly and eternal worth. We refute ignorance and isolation and embrace deliberate and courageous engagement that exhibits Christ’s commandment to love all humankind.

# Grading Scale

Grade	Quality Points Per Credit	Percentage	Score
<b>A</b>	4.0	95%–100%	950–1000
<b>A-</b>	3.7	92%–94.9%	920–949
<b>B+</b>	3.3	89%–91.9%	890–919
<b>B</b>	3.0	85%–8.9%	850–889
<b>B-</b>	2.7	82%–84.9%	820–849
<b>C+</b>	2.3	79%–81.9%	790–819
<b>C</b>	2.0	75%–78.9%	750–789
<b>C-</b>	1.7	72%–74.9%	720–749
<b>D+</b>	1.3	69%–71.9%	690–719
<b>D</b>	1.0	65%–68.9%	650–689
<b>F</b>	0.0	0%–64.9%	0–649

## Grading Policies

Your grading policy for your course is dependent on your school and program. Your grading policies can be found in the IWU Catalog.

## Letter Grade Equivalencies

Grade	Description of Work
<b>A</b>	Clearly stands out as excellent performance. Has unusually sharp insights into material and initiates thoughtful questions. Sees many sides of an issue. Articulates well and writes logically and clearly. Integrates ideas previously learned from this and other disciplines. Anticipates next steps in progression of ideas. Example "A" work should be of such nature that it could be put on reserve for all cohort members to review and emulate. The "A" cohort member is, in fact, an example for others to follow.
<b>B</b>	Demonstrates a solid comprehension of the subject matter and always accomplishes all course requirements. Serves as an active participant and listener. Communicates orally and in writing at an acceptable level for the degree program. Work shows intuition and creativity. Example "B" work indicates good quality of performance and is given in

	recognition for solid work; a "B" should be considered a good grade and awarded to those who submit assignments of quality less than the exemplary work described above.
<b>C</b>	Quality and quantity of work in and out of class is average. Has marginal comprehension, communication skills, or initiative. Requirements of the assignments are addressed at least minimally.
<b>D</b>	Quality and quantity of work is below average. Has minimal comprehension, communication skills, or initiative. Requirements of the assignments are addressed at below acceptable levels.
<b>F</b>	Quality and quantity of work is unacceptable and does not qualify the student to progress to a more advanced level of work.

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## Course Module Summary

Week	Module	Discussion	Dropbox Assignment	Journal	Final Project	Total Points
<b>Week One Overview</b>	Module One	1/20	1/35	-	-	55
	Module Two	1/20	1/35	1/40	-	95
<b>Week Two Interpersonal</b>	Module Three	1/20	1/35	-	-	55
	Module Four	1/20	1/35	1/40	-	95
<b>Week Three Group and Public</b>	Module Five	1/20	1/35	-	-	55
	Module Six	1/20	1/35	1/40	-	95
<b>Week Four Mass</b>	Module Seven	1/20	1/35	-	-	55
	Module Eight	1/20	1/35	1/40	-	95
<b>Week Five Cultural</b>	Module Nine	1/20	1/35	-	-	55
	Module Ten	1/20	1/35	1/40	-	95
<b>Week Six Integration</b>	Module Eleven	1/20	1/35	1/40	-	95
	Module Twelve	1/20	1/35		1/100	155
<b>Course Totals</b>		<b>12/240</b>	<b>12/420</b>	<b>6/240</b>	<b>1/100</b>	<b>1000</b>

\* Number of Activities/Sum Point Totals

## Course Assignments

## Module One Outline

Title	Due Dates	Time	Points
<b>1.1 Discussion: Biblical Wisdom</b>	Initial post due by the end of the fourth day of the workshop; two responses due by the end of the module.	1 hour	0
<b>1.2 Discussion: An Overview of Communication Theory</b>	Initial post due by the end of the fourth day of the workshop; two responses due by the end of the module.	3.5 hours	20
<b>1.3 Assignment: Objective and Interpretive Worldview</b>	Due by the end of the module	1.5 hours	35
Totals		<b>6 hours*</b>	<b>55</b>

## Module Two Outline

Title	Due Dates	Time	Points
<b>2.1 Discussion: Criteria</b>	Initial post due by the end of the fourth day of the module; two responses due by the end of the module.	3.5 hours	20
<b>2.2 Assignment: Exploring the Seven Traditions Paper</b>	Due by the end of the module	1.5 hours	35
<b>2.3 Assignment: Journal: Ethical Tradition</b>	Due by the end of the module	1.5 hours	40
Totals		<b>6.5 hours*</b>	<b>95</b>

## Module Three Outline

Title	Due Dates	Time	Points
<b>3.1 Discussion: Biblical Wisdom</b>	Initial post due by the end of the fourth day of the workshop; two responses due by the end of the module.	1 hour	0
Totals		<b>6 hours*</b>	<b>55</b>

Title	Due Dates	Time	Points
<b>3.2 Discussion: Interpersonal Messages</b>	Initial post due by the end of the fourth day of the workshop; two responses due by the end of the module.	<b>3.5 hours</b>	20
<b>3.3 Assignment: Social Penetration Theory</b>	Due by the end of the module	<b>1.5 hours</b>	35
Totals		<b>6 hours*</b>	<b>55</b>

## Module Four Outline

Title	Due Dates	Time	Points
<b>4.1 Discussion: Conflicting Pulls in Personal Relationships</b>	Initial post due by the end of the fourth day of the module; two responses due by the end of the module.	<b>3.5 hours</b>	20
<b>4.2 Assignment: Cognitive Dissonance Theory Paper</b>	Due by the end of the module	<b>1.5 hours</b>	35
<b>4.3 Assignment: Journal: Meeting the Criteria</b>	Due by the end of the module	<b>1.5 hours</b>	40
Totals		<b>6.5 hours*</b>	<b>95</b>

## Module Five Outline

Title	Due Dates	Time	Points
<b>5.1 Discussion: Biblical Wisdom</b>	Initial post due by the end of the fourth day of the workshop; two responses due by the end of the module	<b>1 hour</b>	0
<b>5.2 Discussion: Functional Perspective on Group Decision Making</b>	Initial post due by the end of the fourth day of the workshop; two responses due by the end of the module	<b>3.5 hours</b>	20
<b>5.3 Assignment: Organizational Culture</b>	Due by the end of the module	<b>1.5 hours</b>	35
Totals		<b>6 hours*</b>	<b>55</b>

## Module Six Outline

Title	Due Dates	Time	Points
<b>6.1 Discussion: Rhetoric</b>	Initial post due by the end of the fourth day of the module; two responses due by the end of the module	<b>3.5 hours</b>	20
<b>6.2 Assignment: Language</b>	Due by the end of the module	<b>1.5 hours</b>	35
<b>6.3 Assignment: Journal: Coherence and Fidelity</b>	Due by the end of the module	<b>1.5 hours</b>	40
<b>Totals</b>		<b>6.5 hours*</b>	<b>95</b>

## Module Seven Outline

Title	Due Dates	Time	Points
<b>7.1 Discussion: Biblical Wisdom</b>	Initial post due by the end of the fourth day of the workshop; two responses due by the end of the module	<b>1 hour</b>	0
<b>7.2 Discussion: Media Ecology</b>	Initial post due by the end of the fourth day of the workshop; two responses due by the end of the module	<b>3.5 hours</b>	20
<b>7.3 Assignment: Semiotics</b>	Due by the end of the module	<b>1.5 hours</b>	35
<b>Totals</b>		<b>6 hours*</b>	<b>55</b>

## Module Eight Outline

Title	Due Dates	Time	Points
<b>8.1 Discussion: Media Content</b>	Initial post due by the end of the fourth day of the module; two responses due by the end of the module	<b>3.5 hours</b>	20
<b>Totals</b>		<b>6.5 hours*</b>	<b>95</b>

Title	Due Dates	Time	Points
<b>8.2 Assignment: Agenda-Setting Theory</b>	Due by the end of the module	1.5 hours	35
<b>8.3 Assignment: Journal: Communitarian Ethics</b>	Due by the end of the module	1.5 hours	40
Totals		<b>6.5 hours*</b>	<b>95</b>

## Module Nine Outline

Title	Due Dates	Time	Points
<b>9.1 Discussion: Biblical Wisdom</b>	Initial post due by the end of the fourth day of the workshop; two responses due by the end of the module	1 hour	0
<b>9.2 Discussion: Social Identity</b>	Initial post due by the end of the fourth day of the workshop; two responses due by the end of the module	3.5 hours	20
<b>9.3 Assignment: Face-Negotiation Theory</b>	Due by the end of the module	1.5 hours	35
Totals		<b>6 hours*</b>	<b>55</b>

## Module Ten Outline

Title	Due Dates	Time	Points
<b>10.1 Discussion: Speech Codes</b>	Initial post due by the end of the fourth day of the module; two responses due by the end of the module	3.5 hours	20
<b>10.2 Assignment: Aha Factor</b>	Due by the end of the module	1.5 hours	35
<b>10.3 Assignment: Journal: Conversational Styles</b>	Due by the end of the module	1.5 hours	40
Totals		<b>6.5 hours*</b>	<b>95</b>

## Module Eleven Outline

Title	Due Dates	Time	Points
<b>11.1 Discussion: Biblical Wisdom</b>	Initial post due by the end of the fourth day of the workshop; two responses due by the end of the module	<b>1 hour</b>	0
<b>11.2 Discussion: Thread</b>	Initial post due by the end of the fourth day of the workshop; two responses due by the end of the module	<b>3.5 hours</b>	20
<b>11.3 Assignment: Personal Favorites</b>	Due by the end of the module	<b>1.5 hours</b>	35
<b>11.4 Assignment: Journal: Questions</b>	Due by the end of the module	<b>1.5 hours</b>	40
<b>Totals</b>		<b>7 hours*</b>	<b>95</b>

## Module Twelve Outline

Title	Due Dates	Time	Points
<b>12.1 Discussion: One Favorite Theory</b>	Initial post due by the end of the fourth day of the module; two responses due by the end of the module	<b>3.5 hours</b>	20
<b>12.2 Assignment: Synthesis</b>	Due by the end of the module	<b>1.5 hours</b>	35
<b>12.3 Assignment: Final Project: Exploring a New Theory</b>	Due by the end of the module	<b>1.5 hours</b>	100
<b>End of Course Survey</b>	Due by the end of the module		10 Extra Credit Point
<b>Totals</b>		<b>6.5 hours*</b>	<b>155</b>

\* These timings are based on estimations of average times to complete each assignment. Actual assignment completion times will vary.

## Expectations, Policies, and Important Student Information

### Expectations



## Instructor Expectations of Students

- Submit assignments on time. If there are circumstances beyond your control, discuss possible options for completion with your instructor.
- Accomplish work on your own unless otherwise instructed (i.e., do not cheat or plagiarize).
- Contribute substantively to discussions according to assignment guidelines provided.
- Contribute to discussions throughout each workshop rather than waiting until the end of the workshop.
- Contribute substantively to group assignments (if required in course).
- After spending a reasonable amount of time on it, ask your instructor if you do not understand content or instructions. Ask for help early while there is time to fix problems.
- Treat other students courteously and respectfully.
- Every time you enter your course, read and abide by postings made in the Announcements and Faculty Forum. These postings are critical.

## Students' Expectations of Instructor

- Set a friendly, open, and encouraging learning environment.
- Guide discussions as needed.
- Set clear rules, standards, and expectations.
- Provide workshop grades and feedback within seven days of assignment due date.
- Provide final grades and feedback within seven days after the last day of class.
- Ensure students treat each other respectfully.
- Respond to student inquiries within 48 hours.

## Policies

### Late Policy

- No credit is available for postings of any kind made in the discussion forums after a given workshop ends.
- If your instructor approves your submission of late assignments, each assignment score will be penalized 10% per day up to five days late. After the end of the fifth day, late assignments will not be accepted. An assignment is a paper, a project, a team presentation, etc., but not a discussion or quiz/test.
- No late assignments will be accepted after the close of the final workshop.
- **Unless otherwise stated by the course instructor, all assignments are due by 11:59pm EST.**

### Attendance Policy

Onsite:

Students are expected to be present when class begins, and remain the entire workshop. To be counted present, a student must attend a total of three hours or more of a class that is four hours in length, or four and one-half hours or more of classes that are six hours in length.

Online:

Attendance is determined by activity during a workshop, either through discussions or submission of assignments. A student is reported absent for a workshop if there is not at least one submission (or posting) of an assignment or in a discussion forum assigned during that workshop.

### Withdrawal Policy

Students needing to withdraw while in a course may do so by arrangement with the Office of Student Services prior to the end of the course, but the regular refund and academic withdrawal policies apply.

## University Policies

- CAPS Catalog - <https://www.indwes.edu/catalog>
- College of Adult and Professional Studies Policies  
- <http://indwes.smartcatalogiq.com/en/2016-2017/Catalog/College-of-Adult-and-Professional-Studies-CAPS/Policies-and-General-Information-CAPS>

## DeVoe School of Business

- [College of Adult and Professional Studies Policies and General Information](#) (*Attendance Policy; Computer Requirements; Honesty, Cheating, Plagiarism, and Forgery Policy; and Student Address/Email Information are found here.*)
- [Undergraduate Business Programs](#)
- [Graduate Business Programs](#)
- [DeVoe School of Business Website](#)
- [The DeVoe Report Digest](#) (*The DeVoe Report Digest provides applicable insight into best business practice with credible commentary on current marketplace events.*)

## School of Service and Leadership

- School of Service and Leadership Policies  
- <http://indwes.smartcatalogiq.com/en/2014-2015/Catalog/College-of-Adult-and-Professional-Studies-CAPS/Copy-of-School-of-Service-and-Leadership>
- Graduate Studies in Leadership  
Division Polices - <http://indwes.smartcatalogiq.com/en/2014-2015/Catalog/College-of-Adult-and-Professional-Studies-CAPS/Copy-of-School-of-Service-and-Leadership/Graduate-Studies-in-Leadership-Division>
- Attendance Policy - <http://indwes.smartcatalogiq.com/en/2014-2015/Catalog/College-of-Adult-and-Professional-Studies-CAPS/Policies-and-General-Information-CAPS/Academic-Information-CAPS/Attendance-Policy-CAPS>
- Computer Requirements - <http://indwes.smartcatalogiq.com/en/2014-2015/Catalog/College-of-Adult-and-Professional-Studies-CAPS/Policies-and-General-Information-CAPS/Academic-Information-CAPS/Computer-Requirements-CAPS>
- Honesty, Cheating, Plagiarism, and Forgery Policy  
- <http://indwes.smartcatalogiq.com/en/2014-2015/Catalog/Indiana-Wesleyan-University-at-a-Glance/Honesty-Cheating-Plagiarism-and-Forgery>
- Student Address/Email Information  
- <http://indwes.smartcatalogiq.com/en/2014-2015/Catalog/College-of-Adult-and-Professional-Studies-CAPS/Policies-and-General-Information-CAPS/General-Information-CAPS/Student-AddressEmail-Information>

## Division of Liberal Arts

- School of Service and Leadership Policies  
- <http://indwes.smartcatalogiq.com/en/2014-2015/Catalog/College-of-Adult-and-Professional-Studies-CAPS/Division-of-Liberal-Arts>
- Attendance Policy - <http://indwes.smartcatalogiq.com/en/2014-2015/Catalog/College-of-Adult-and-Professional-Studies-CAPS/Policies-and-General-Information-CAPS/Academic-Information-CAPS/Attendance-Policy-CAPS>
- Computer Requirements - <http://indwes.smartcatalogiq.com/en/2014-2015/Catalog/College-of-Adult-and-Professional-Studies-CAPS/Policies-and-General-Information-CAPS/Academic-Information-CAPS/Computer-Requirements-CAPS>
- Honesty, Cheating, Plagiarism, and Forgery Policy  
- <http://indwes.smartcatalogiq.com/en/2014-2015/Catalog/Indiana-Wesleyan-University-at-a-Glance/Honesty-Cheating-Plagiarism-and-Forgery>
- Student Address/Email Information

- <http://indwes.smartcatalogiq.com/en/2014-2015/Catalog/College-of-Adult-and-Professional-Studies-CAPS/Policies-and-General-Information-CAPS/General-Information-CAPS/Student-AddressEmail-Information>

## Important Student Information

### Off Campus Library Services

As an IWU student, you have library privileges through Off Campus Library Services. Go to <http://www.indwes.edu/ocls/> to learn more about the library. These are your privileges. Services provided include:

- Access to books (print and e-books), article databases, services and web resources.
- Access to many full text articles.
- Document delivery, which includes mailing print books, scanning PDF articles (that are only available in paper in the IWU library), providing a service of interlibrary loan whereby items not owned by IWU are obtained on your behalf from other libraries that own the item.
- Consultation with APA writing style. The librarians are not editors, but they are extremely knowledgeable about APA and are glad to answer your specific questions regarding correct ways to use APA.
- Provision of customized research guides for your particular topic that will walk you through the steps to locate appropriate articles/books on your topic.
- A general go-to source for helping you find information for your research projects.

In order to use many of the library databases, you either need your MyIWU credentials OR the Library Access Number sent to you via email from OCLS. It will be needed to get into the proprietary subscription-based databases; to check out print books and for some classes you will be asked to access specific articles as additional reading. Links directly to these articles will be provided.

If you need help, contact OCLS; 800-521-1848 or <http://www2.indwes.edu/forms/request.aspx>.

### APA Writing Style

APA (American Psychological Association) writing style, based on the *Publication Manual of the American Psychological Association*, 6th ed., is the foundation for all academic writing in for non-residential students. All students will be required to adhere to the formatting, citing and documentation of all sources used in a research paper per the guidelines of APA. Resources for learning APA and resources for using APA are provided as follows:

- Some programs purchase the *Publication Manual of the American Psychological Association*, 6th ed.
- *APA 6e Guide*, available at <http://www2.indwes.edu/APA/APA6eGuide.pdf>. This resource also includes some specific references entries for IWU specific resources, e.g. catalog, IWU library databases, etc.
- OCLS APA Resource page, that includes a Word template; APA checklist; APA focused videos, etc., at: [http://www2.indwes.edu/style\\_guide.html](http://www2.indwes.edu/style_guide.html)
- APA Style CENTRAL, includes a personalized learning system for APA and an interactive APA template for writing and saving papers.
- Off Campus Library Services librarians, <http://www2.indwes.edu/forms/request.aspx> or 800.521.1848.

### Special Needs