

# Introduction to Communication COMM 201-50 (Online) Summer May 31 – August 9, 2016

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**Textbook:** *Human Communication in Society* authored by Alberts, Nakayama, and Martin, 4th edition. Boston: Pearson Education (2016). You may also use the online “REVEL” version instead of the text.

**Email:** [maryz.ashlock@louisville.edu](mailto:maryz.ashlock@louisville.edu) (remember to insert the “.” after maryz)  
When I receive your email, I will reply to you even if a reply is not necessary  
(usually within 24 hours except weekends/holidays).

***It is easy to communicate with me!*** You can reach me in cyberspace, by phone (direct line) at (502) 852-4574, or the Dept. of Communication Office at (502) 852-6976, or by fax (502) 852-8166. If/when you send a fax, always follow-up by email or phone. ***If you're ever on campus, feel free to stop by my office, #309-A Strickler Hall and introduce yourself.***

***\*\*\*I will be in the office part-time during the summer, so please email me first so I can be sure to get your message in a timely manner.***

***Welcome to University of Louisville's online Introduction to Communication!*** This course is designed as textbook driven with computer-mediated instruction. All written assignments can be submitted through Blackboard. You will also read and study the textbook, participate in forum discussions, and complete online quizzes.

## **COURSE OBJECTIVES**

This course fulfills a portion of the general education requirement for social and behavioral sciences and is required for both a major and minor in communication. This course provides an overview of the study of communication, covering a variety of topics, from nature of language, to patterns of communication in large organizations. We will explore a variety of concepts and terms essential to the understanding of communication.

### **Learning goals:**

- 1. To recognize the contribution of the field of communication to the social sciences.**
- 2. To identify the variety of communication styles which are sensitive to the needs and interests of diverse groups of people.**
- 3. To develop strategies for thinking about and engaging in communication based upon innovative theories and perspectives.**

**STUDENT TECHNOLOGY GUIDE** (for Blackboard) compliments of The Delphi Center. <http://delphi.louisville.edu/help/> takes you to a site answering questions regarding UofL's online technologies. This course does not incorporate all technologies presented. Some were omitted to simplify our time together. You are required to have basic computer knowledge including Word, email, etc.

**DISABILITY RESOURCE CENTER**The University of Louisville is committed to equal opportunity for all academically qualified students and does not discriminate based on disability. The mission of the Disability Resource Center (DRC) is to coordinate services that ensure that individuals with disabilities have equal access to take full advantage of the University's educational, social, and cultural opportunities. For more information, please visit <http://louisville.edu/student/dev/drc/index.html> OR Disability Resource Center, University of Louisville  
119 Stevenson Hall, Louisville, KY 40292;  
(502) 852-6938, (502) 852-0924 fax.

**CONSIDER THE FOLLOWING:**

***Without lectures, you will be teaching yourselves to learn.*** And that's what life-long learning is all about.

***You will do most of your communicating by writing.*** So, as a result, there will be more writing, perhaps, than in a traditional face-to-face setting.

***Class communication is largely asynchronous.*** The word *asynchronous* basically means not occurring at the same time. The cyber classroom will not function in a single unit of time, like the traditional classroom. You can access the course and assignments at any time of day or night from any part of the world.

***There is a student and teacher role reversal.*** In our online class, I am more of a facilitator, guide, coach, or resource than a source of information. My job will be to create an environment that guides you to acquire and apply the information by yourself. You assume a great deal more responsibility for your own learning. Students "teach themselves to learn" by interacting with the academic opportunities provided, constructing and sharing information, managing their time, and using that time for critical thinking, reflection, and application.

***Students depend on technology to submit work and to communicate.*** The key word in the previous sentence is "depend." If cyber communication is disrupted, you will be required to submit homework assignments via fax (502-852-8166) or in an alternate manner to U of L, Department of Communication, Strickler 310, Louisville, KY 40292. Please keep in mind; you might need to find alternate internet sources if the computer at your home/work has an outage. University of Louisville and many public libraries offer access. **HelpDesk is available** 365 days a year around the clock: **502-852-7997** or [helpdesk@louisville.edu](mailto:helpdesk@louisville.edu). If you need help quickly, utilize **Live Online Support** <http://louisville.edu/it/support/helpdesk> and receive help in just minutes.

**IN ORDER TO PASS THIS COURSE, YOU MUST**

- Participate in weekly forum discussion boards
- Complete on-line quizzes
- Accumulate sufficient points to earn a passing grade.

**FORUM DISCUSSION BOARDS** earn up to 90 points total. **Forum Discussion Boards are available Sunday at 1:00 a.m. (Eastern Standard Time) through 11:59 p.m. (Eastern Standard Time) Sunday of the assigned week.** Student participation in regular discussions is the heart of any online class. Discussions can and should be engaging, interesting, sophisticated, and challenging; however, your contributions will determine whether class discussions are of good quality or mediocre quality. Getting to know your classmates helps you to connect with the class and learn from your classmates. There are 10 discussion forum assignments worth a maximum of 6 points each:

2 points	4 points	<b>** 6 points</b>
Minimal response to the chapter question. Several sentences and/or full sentences are not used.	Posting responds to the question(s) but does not stimulate further class discussion. Does not post two times 24+ hours apart.	<b>Posting fully addresses the chapter question(s) writing at least two or more paragraphs. Stimulates at least one substantial follow-up posting after at least 24 hrs. (see notes below).</b>

**\*\*Make your initial post early in the week by answering the questions and/or completing the listed assignments for the week.** Later in the week, and by 11:59 p.m. Sunday of assigned week, acknowledge another student's post by somehow relating to it—possibly extending, supporting, or disagreeing with the idea (not the person).

**Second postings should be made at least 24 hours after the first post.** Please, adhere to proper English (no chat speak) and keep netiquette in mind. *Flaming* (negative, inflammatory e-mail designed to influence opinion) will not be tolerated. For more helpful information regarding netiquette refer to [www.onlinenetiquette.com](http://www.onlinenetiquette.com).

**QUIZZES** total 210 points of your final grade. For every several chapters, there will be a 35 question quiz with **True/False and Multiple Choice Questions**. Each question is worth one point each. You are allowed one minute per question. You are required to keep track of your own time. Exceeding the allowed amount will result in a penalty. **Quizzes are available Sunday at 1:00 a.m. (Eastern Standard Time) through 11:59 p.m. (Eastern Standard Time) Sunday of the assigned week.** Keep in mind, **Blackboard is shut down for regular maintenance at a designated time each Friday evening.** Quizzes will not be reposted after the deadline unless Blackboard indicates a lock-out (lock symbol) due to internet interruption. Please let me know if this happens.

**Quiz Points / Time Allocation**

<b>Quiz</b>	<b>Dates Available</b>	<b>Chapters</b>	<b>#Questions</b>	<b>Time</b>	<b>Points</b>
#1	June 5 – June 12	1-2	35	40 min.	35
#2	June 19 – June 26	3-5	35	40 min.	35
#3	July 3 – July 10	6-8	35	40 min.	35
#4	July 17 – July 24	9-11	35	40 min.	35
#5	July 24 – July 31	12-14	35	40 min.	35
#6	July 31 - August 7	**Final	35	40 min.	35

Total = 210 points

**\*\*Please Note: The Final is cumulative from Chapters 1-14 and you may see familiar questions from other quizzes.**

**\*\*BONUS – Once you take all 6 Quizzes, your lowest Quiz score will be replaced with your highest Quiz score. Quizzes with zero will not be replaced.**

**GRADE DISTRIBUTION**

(6) Quizzes	70%	(210 points)
(15) Forum Discussion Boards	30%	(90 points)

**Total: 100% (300 points)**

**Grades will be assigned according to the following scale:**

A+	(98% - 100%)	C	(73% - 76%)
A	(93% - 97%)	C-	(70% - 72%)
A-	(90% - 92%)	D+	(67% - 69%)
B+	(87% - 89%)	D	(63% - 66%)
B	(83% - 86%)	D-	(60% - 62%)
B-	(80% - 82%)	F	(59% or below)
C+	(77% - 79%)		

**EXTRA CREDIT: You can earn 5 POINTS in extra credit!! Please complete the Student Introduction Form during the first 2 weeks of class. This is listed under Course Documents. Email me at [maryz.ashlock@louisville.edu](mailto:maryz.ashlock@louisville.edu). This form will allow me to get to know more about your related work experiences and education as**

## RESOURCES

You are required to utilize the textbook, *Human Communication in Society* authored by Alberts, Nakayama, and Martin, 4th edition. Boston: Pearson Education (2016). The textbook is available at the college bookstores located near the University of Louisville Belknap Campus and also through the web. You are likely to find a used copy in either location. Buying your book by mail takes time, so do it immediately.

## COURSE POLICIES

Academic Integrity: Instructors may use a range of strategies (including plagiarism-prevention software at the university) to compare student works with private and public information resources in order to identify possible plagiarism and academic dishonesty. Comparisons of student works may require submitting a copy of the original work to the plagiarism-prevention service. The service may retain that copy in some circumstances.

For more information about the SafeAssign plagiarism-prevention tool, visit: <http://delphi.louisville.edu/help/safeassign/> (*opens in a new window*).

Plagiarism (or any other incident of academic dishonesty) is an affront to the educational system and will not be tolerated. Students caught in this situation will have a letter placed in their academic file documenting the incident. Also a student will receive a zero on any assignment that is plagiarized, which means:

- Copying someone else's work and claiming it as your own, including but not limited to, work accessed in person, from computer files, or from the internet.
- Paraphrasing someone else's work and claiming it as your own.
- Collaborating excessively with another person and claiming it as your own.

## COURSE SCHEDULE

*(Please note weeks with a holiday, vacation plans, etc. so you can plan accordingly)*

### WEEK 1: May 31 – June 5

**Purchase Textbook & Complete Student Information Form (Extra Credit 5 pts.)**

**Read:** Chapter 1: Introduction to Human Communication

**Discussion Forum – Introductions of Class Members & Ch. 1**

### WEEK 2: June 5 - 12

**Read:** Chapter 2: Perspectives on Human Communication

**Discussion Forum**

**Quiz #1: Chapters 1-2**

### WEEK 3: June 12 – June 19 (Happy Father's Day!)

**Read:** Chapter 3: Communicating Identities

**Read:** Chapter 4: Communicating, Perceiving, and Understanding

**Discussion Forum**

### WEEK 4: June 19 – June 26

**Read:** Chapter 5: Verbal Communication

**Discussion Forum**

**Quiz #2: Chapters 3-5**

**WEEK 5: June 26 – July 3**

*Remember this is the 4<sup>th</sup> of July Week Holiday*

**Read:** Chapter 6: Nonverbal Communication

**Read:** Chapter 7: Listening and Responding

**Discussion Forum**

**WEEK 6: July 3 – July 10**

**Read:** Chapter 8: Communicating Across Cultures

**Discussion Forum**

**Quiz #3: Chapters 6-8**

**WEEK 7: July 10 – July 17**

**Read:** Chapter 9: Communicating in Close Relationships

**Read:** Chapter 10: Small Group Communication

**Discussion Forum**

**WEEK 8: July 17 – July 24**

**Read:** Chapter 11: Communicating in Organizations

**Read:** Chapter 12: Rhetorical Communication

**Discussion Forum**

**Quiz #4: Chapters 9-11**

**WEEK 9: July 24 – July 31**

**Read:** Chapter 13: Mass Media and Communication

**Read:** Chapter 14: Communicating Through Social and Other Interactive Media

**Discussion Forum**

**Quiz #5: Chapters 12-14**

**WEEK 10: July 31 – August 7**

**Read/Review:** Chapters 1-14 for final quiz

**Discussion Forum – Extra Credit: What You Have Learned from Comm. 201**

**Final Quiz #6: Chapters 1-14**