



## East China Normal University International Summer Session

### COM 12 Introduction to Communication

**Term: July 5th –August 8th, 2018**

**Instructor: Marcia Alesan Dawkins, PhD**

**Home Institution: University of Southern California**

**Office hours: TBD**

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#### ***Course Description***

This is an introductory course that surveys the basic principles and skills of human communication in the social media age. The goal of the course is to help create good communicators who are skilled in their construction, presentation, understanding and evaluation of messages, and who also have the knowledge and willingness to take responsibility for their communication behaviors. Students will develop an awareness of communication ethics, hone their skills with audience adaptation and listening, and make effective use of research and technology. The course also gives attention to speaking issues commonly encountered by native speakers of Chinese.

#### **Course Overview**

The course is divided into three units: 1) Foundations of Communication presents a theoretical model of communication and discusses the construction of the self and identity through communication, the role of perception in the communication process, the importance of listening, and the effective use of verbal and nonverbal messages; 2) Communication in Context explores communication in interpersonal relationships, small groups, and the media; and 3) Digital Communication describes the process of planning, preparing, and presenting online communication.

#### **Course Goals:**

A student who satisfactorily completes this course should:

1. Recognize the importance of respect in communications contexts
2. Develop a basic understanding of the field of communications
3. Recognize communication competence in various communication contexts:
  - a. Including listening, public speaking, small group discussion, and interviewing
4. Demonstrate critical thinking skills in relation to discourse
5. Distinguish between different theories on communication as a means to understand and explain communication phenomena



## **Required Text**

Woods, Julia T. (2014) *Communication mosaic: An introduction to the field of communication* 7<sup>th</sup> ed. Malden, MA: Wiley. ISBN-13: 978-0840028181.

\*\*Textbooks are available on Kindle, Google Play, iBooks, CourseSmart.

\*\*As necessary, additional readings will be available on-line, Moodle, LORE, etc.)

## **Course Hours**

The course has 25 class sessions in total. Each class session is 110 minutes in length, for a total of 2750 minutes of in-class time. The course meets from Monday to Friday from July 5 to August 8. ECNU awards 4 credits for this course. Different universities may count course credits differently. Consult officials at your own home institution.

## **Attendance**

Summer school is very intense and to be successful, students need to attend every class. Occasionally, due to illness or other unavoidable circumstance, a student may need to miss a class. ECNU policy requires a medical certificate to be excused. Any absence may impact on the student's grade. Moreover, **ECNU policy is that a student who has more than 3 absences will fail the course. Arriving late or leaving early will count as a partial absence.**

## **Grading Policy**

ECNU awards grades of A, A-, B+, B, B-, C+, C, D, and F. Most colleges and universities do not award transfer credit for grades of D or F.

In this course, grading will be based on the following:

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*100 points - Classroom Engagement*

*200 points - Group Presentation*

*250 points - Midterm Exam*

*300 points - Final Exam*

*150 points - Quizzes*

***1000 points - TOTAL***

## **General expectations:**

Students are expected to:

- *Attend all classes and be responsible for all material covered in class and otherwise assigned. Any unexcused absence may impact a student's grade. Moreover, ECNU policy is that a student who has more than 3 absences will fail the course. Arriving late or leaving early will count as a partial absence.*



- *Complete the day's required reading and assignments before class*
- *Review the previous day's notes before class; make notes about questions you have about the previous class or the day's reading*
- *Participate in class discussions and complete required written work on time.*
- *Refrain from texting, phoning or engaging in computer activities unrelated to class during class. Students who do not do this will be asked to leave the class*
- *While class participation is welcome, even required, you are expected to refrain from private conversations during the class period.*
- *Please turn off your cellphones or set them on silent mode when you come to class and put them away!!! You are welcome to bring your laptop/tablet to class and use it. You are **NOT** welcome to perform non-class-related activities during class. Violations of this policy will result in a lowered grade for the course.*

### **Course Schedules**

The planned schedule sketched out below may be modified to suit the interests or abilities of the enrolled students or to take advantage of special opportunities or events that may arise during the term.

#### **WEEK ONE: July 5 - 6**

Thurs: Introductions

Read/do: Syllabus

Fri: Intro to Communication

Read/do: Chapter 1 & 2

#### **WEEK TWO: July 9-13**

Mon: Communication Processes & Skills

Read/do: Chapter 3

Tues: Communication Processes & Skills

Read/do: Chapter 3

Wed: Engaging in Verbal Communication

Read/do: Chapter 4

Thurs: Engaging in Verbal Communication

Read/do: Chapter 4

Fri: Engaging in Nonverbal Communication **(Quiz )\***

Read/do: Chapter 5

#### **WEEK THREE: July 16-20**

Mon: Listening & Responding to Others

Read/do: Chapter 6

Tues: Listening & Responding to Others

Read/do: Chapter 6

Wed: Creating Communication Climates

Read/do: Chapter 7

Thurs: Communication & Culture

Read/do: Chapter 8

Fri: **Midterm Examination\***

#### **WEEK FOUR: July 23 - 27**

Mon: Communication & Personal Identity

Read/do: Chapter 9

Tues: Communication & Personal Relationships

Read/do: Chapter 10

Wed: Screening – *Her* or *Hitch*

Read/do: Chapter 10

Thurs: Group, Team & Organizational Communication

Read/do: Chapter 11, 12

Fri: Group, Team & Organizational Communication

Read/do: Chapter 11, 12



## LAST DAY TO DROP CLASSES (Quiz )\*

### WEEK FIVE: July 30 – Aug 3

Mon: Public Communication

Tues: Mass Media

Wed: Digital Media

Thurs: Multimodal Communication

Fri: Group Presentations (Quiz )\*

Read/do: Chapter 13

Read/do: Chapter 14

Read/do: Chapter 15; Wang

Read/do: Multimodal Readings\*

Read/do: Presentation Prep

### WEEK SIX: Aug 6 - 8

Mon: Group Presentations

Tues: Group Presentations

Wed: **Final Examination\***

Read/do: Presentation Prep

Read/do: Presentation Prep

### *Academic Honesty*

Students are expected to maintain high standards of academic honesty. Specifically, unless otherwise directed by the professor, students may not consult other students, books, notes, electronic devices or any other source, on examinations. Failure to abide by this may result in a zero on the examination, or even failure in the course.

Students are also expected to adhere to appropriate scholarly conventions in essays and research papers. This class includes paper assignment(s) in which students must give credit to all outside sources used by means of citations and a bibliography. Failure to do so may result in a zero on the assignment, or even failure in the course.

### Detailed Discussion of Course Requirements

For the Group project, you and your group (4-5 pending class size) will research a contemporary issue related to digital media and present your findings to the class. Groups will be formed Week 2 of class and topics will be selected before Week 4 of class. The Group project presentation will take the form of a **10-minute presentation** with at least 8 sources included in your bibliography. You must use APA citation style. All sources must be cited properly – *if you don't know how, please ask*.

After your presentation the class will engage in a Q&A for 3 to 5 minutes where your group will answer questions related to your topic of choice. Presentations can include audio-visual material, activities, and traditional speeches.