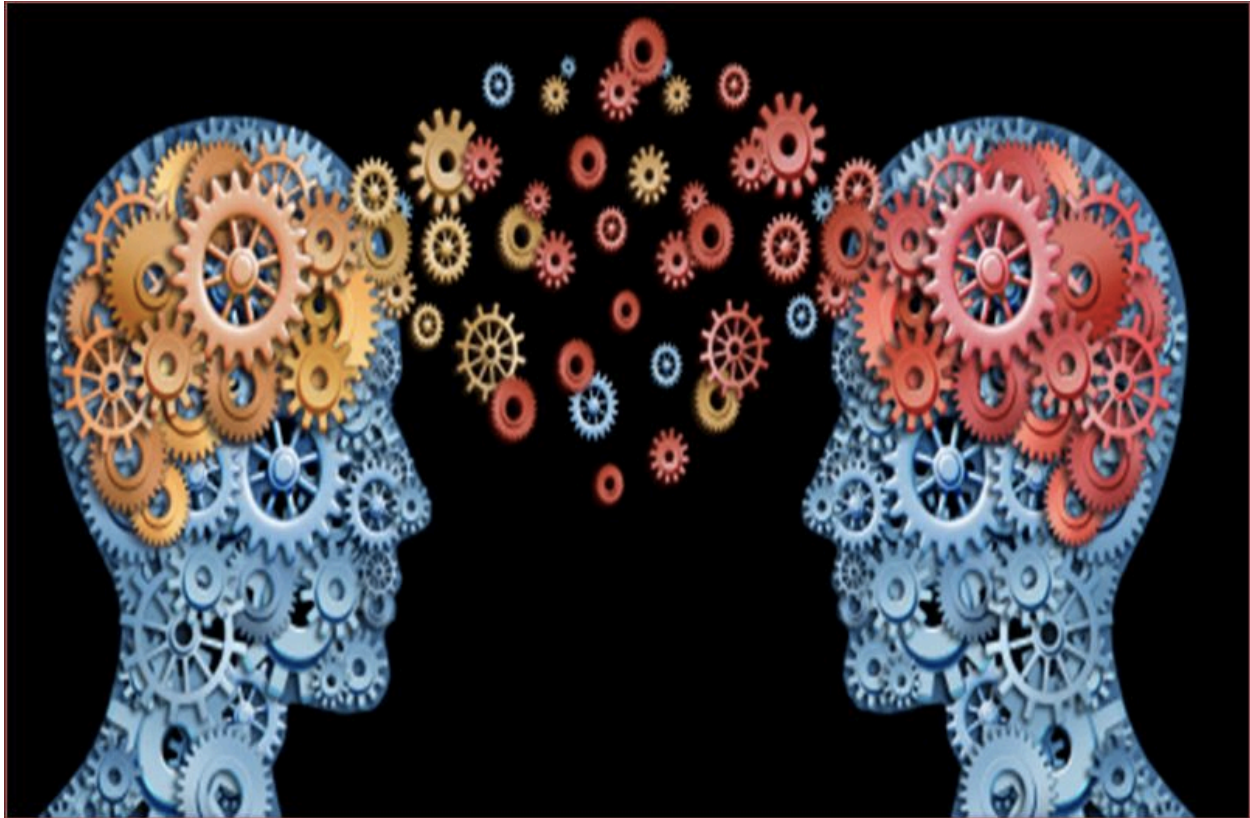


**Communication 175--Introduction to Communication**  
**Spring 2016**  
**Tuesday & Thursday 1:00-2:15pm, Corboy Law Center Room L09**

**Instructor Information:** Dr. George Villanueva | [gvillanueva1@luc.edu](mailto:gvillanueva1@luc.edu) | 312.915.8536  
**Office Hours:** Tuesday or Thursday, 2:30-4:00pm or by appointment at Lewis Towers 909



**Overview of Course and Objectives:**

Before you used that mobile phone you have in your hand, pocket, or backpack, you were communicating based on your personal, family, community, and social experiences. It is a safe bet that your future success in school, family life, workplace, and the public will depend on how well you communicate in written form, orally, visually, emotionally, and through various technologies.

In this course, we will take a step back from assuming communication is something that just happens natural. Instead, we will work toward understanding how communication is constructed by social experience. The course provides a foundation for the social study of communication at the interpersonal, intergroup, organizational, public, media, and cultural levels. Students will specifically: (1) Study the major theories and principles of communication, (2) Be introduced to a range of perspectives of how to observe everyday communication and be able to identify significant features of these constructs, and (3) Based on the frameworks you are introduced to, practice communication analysis based on current events and popular culture.

**Loyola IDEA Objectives:**

- Learning fundamental principles, generalizations, or theories.
- Learning to apply course material (to improve thinking, problem solving, and decisions).
- Gaining factual knowledge (terminology, classifications, methods, trends).

**Textbooks/ Course Materials:**

West, R. and L.H. Turner. (2014) *Introducing Communication Theory: Analysis and Application*.

McGraw-Hill Education, 5<sup>th</sup> Edition. (required)

*Other course readings will be made available on Sakai or in class as appropriate.*

**Participation:**

Regular attendance, being on time, staying the duration and participation in discussions and activities is required to pass this course. Significant numbers of absences and tardiness will negatively affect your participation and attendance.

Students are expected to participate actively in class discussion (both as individuals and during group breakout exercises), online Sakai discussion, and come to class prepared by doing assigned readings. Failure to do so will result in a “Fail” for this class. Discussion and debate are ways of assuring your understanding and adding valuable perspectives to a topic.

Deadlines are firm. Weekly reading (2 paragraphs max) reflections, which are required to be submitted on Sakai by Monday at 10pm for each upcoming week’s readings starting the Sunday of Week 1 in which you will post for the subsequent week’s readings thereafter (e.g. Sunday of Week 1 you post for Week 2 readings, Sunday of Week 2 you post for Week 3 readings, and so on...). Be prepared to present your ideas in class.

**Assignments and Points:**

A. Weekly reading reflections (14 weeks x 5 points each. You will receive a bonus of 5 points if you complete each reflection by the weekly Monday 10pm deadline). Reading reflections guide (2 paragraphs max): 1) What resonated with you the most from the readings and why? 2) Present an example from your personal life, social experience, or from the media that applies to your reading reflection.	75 points
B. Attendance & in-class participation (individual and group breakout exercises).	75 points
C. Pop Quizzes (10 points each, 5 times during the semester)	50 points
D. 2016 Presidential Primary Debate Group Rhetoric Project	50 points
E. Midterm Exam (in-class)	50 points
F. Final Exam (in-class)	100 points
	<b>Total 400 points</b>

Written assignments, group rhetoric project instructions, and exam guides will be posted on Sakai and discussed in class. I will notify students when documents are posted. Pop quizzes, midterm exam, and final exams are all based on readings and lectures. You must complete ALL of these assignments in order to pass the class. Failure to complete ONE OR MORE of them will result in an F in the class.

**Grading Policy:**

Scale: A=93+ A-=90+ B+=88+ B=84+ B-=80+ C+=77+ C=74+ C-=70+ D+=67+ D=64+ D-=60+ F=59-

‘A’ work signifies excellence in both design and implementation of work. This material can be considered outstanding and should be understood as far superior to the average effort. Simply completing the assignment prompt does not automatically constitute A quality work.

‘B’ work signifies above average work. Strong effort is involved and visible through clear organizational planning and attention to detail.

‘C’ work signifies average and adequate work. This grade is earned when material completes the minimum threshold of an assignment, even though conceptual, organizational or writing problems may exist.

‘D’ work signifies below average work. This is usually the product of either a substantial problem adhering to the nature of the assignment or a substantially problematic effort.

‘F’ work signifies an unacceptable level of work. This is usually the product of an incomplete assignment or a fundamental failure to engage the nature of the assignment.

**In-Class Technology Rules:**

Personal computers, mobile devices, and wireless Internet are a key part of today’s technological culture, but they also can distract you from the class discussion and dampen participation. You may bring your laptops to class for note-taking, but please refrain from browsing the internet, updating your Facebook profile, playing games, instant messaging, shopping, etc. Although you may think you are being discreet, 90% of the time students engaging in such behavior give themselves away (through inappropriate facial expressions, lack of eye contact, out of sync typing, etc.). Use of computer in the classroom is a privilege. If you abuse this privilege, you will be marked absent for that class period and laptops may be banned from the classroom.

**Plagiarism and Academic Integrity:**

The penalties for academic dishonesty are a grade of F for the course and notification of the dean’s office. All students must read the academic integrity policy of the [School of Communication](#). If you have questions concerning acceptable practice, consult with me prior to submitting your work. (1) Never present another person’s work as your own. (2) Always provide full citation information for direct quotations. (3) Always provide full citation information when presenting the argument, interpretation, or claim of another, even if you are paraphrasing.

**Students with Disabilities:**

Any student with a learning disability that needs special accommodation during exams or class periods should provide documentation from Services for Students with Disabilities confidentiality to the instructor. The instructor will accommodate that student’s needs in the best way possible, given the constraints of course content and processes. It is the student’s responsibility to plan in advance in order to meet their own needs and assignment due dates.

**Course Schedule:** You are required to read each of the chapters from the West & Turner course textbook assigned for each week.

Week 1 Jan 18: Introduction

Ch. 1 Communication: Definitions, Models, and Ethics

Week 2 Jan 25: Thinking about the Field of Communication Theory and Research

Ch. 2 Thinking about the Field: Traditions and Contexts

Ch. 3 Thinking about Communication Theory and Research

Week 3 Feb 1: Self & Messages

Ch. 4 Symbolic Interaction Theory

Ch. 5 Coordinated Management of Meaning

Week 4 Feb 8: Self & Messages cont.

Ch. 6 Cognitive Dissonance Theory

Ch. 7 Expectancy Violations Theory

Week 5 Feb 15: Relationship Development

Ch. 8 Uncertainty Reduction Theory

Ch. 9 Social Exchange Theory

Week 6 Feb 22: Relationship Development cont.

Ch. 11 Relational Dialectics Theory

Ch. 13 Social Information Processing Theory

Week 7 Feb 29: In-Class group review and Mid-term

March 1: In-Class group review and **Group Rhetoric Project Assigned**

***March 3: Mid-term in class***

Week 8 Mar 7: **Spring Break**

**No Classes**

March 9: Last Democratic Primary Debate

March 10: Last Republican Primary Debate

*If you don't watch these live, you can access full recordings after the debate at this website:*

<http://www.uspresidentialelectionnews.com/2016-debate-schedule/>

Week 9 Mar 14: Rhetoric

Ch. 18 Rhetoric

Ch. 20 Narrative Paradigm

Week 10 Mar 21: Groups and Organizations

Ch. 14 Groupthink

Ch. 15 Structuration Theory

Week 11 Mar 28: Groups and Organizations cont.

Ch. 16 Organizational Culture Theory

Ch. 17 Organizational Information Theory

**3/31: Group Rhetoric Project Assignment Due and Presentations**

Week 12 Apr 4: Media

Ch. 21 Agenda Setting Theory

Ch. 23 Uses and Gratifications Theory

Ch. 24 Cultivation Theory

Week 13 Apr 11: Media cont.

Ch. 25 Cultural Studies

Ch. 26 Media Ecology Theory

Week 14 Apr 18: Culture and Difference (Race, Class, and Gender)

Ch. 27 Face-Negotiation Theory

Ch. 28 Communication Accommodation Theory

Week 15 Apr 25: Culture and Difference cont. + Final Review

Ch. 29 Muted Group Theory

Ch. 30 Feminist Standpoint Theory

April 28: In-class group final review and **IDEA evaluations** (*please bring your laptop as we will reserve 10 minutes for the class to complete the course evaluation online*).

**Final Exam: Friday, May 6, 1-3pm in Corboy L09**

*This syllabus and the course schedule are subject to change by the instructor.*