

Course Information

Number:	CO111
Name:	Introduction to Communications
Description:	This course serves as an introduction to the study of communications, focusing on communication models, research methods, and their applications in various professions. Students learn how communications models influence our thinking about interpersonal, organizational, and cultural behavior and how, in turn, social, scientific, and political factors affect in the study of communications. Students will complete several projects in which they analyze communication environments, apply the models to typical social and professional situations (especially public relations, marketing, and political communications), and investigate how current technologies affect both the event of communication and the study of communication itself.
Credit(s):	3
Offered (DAY schedule):	Every fall semester
Instructor Permission Required:	N
Pre-Requisite(s):	

Course Objectives

"Define communication and its role in society, including the place, function and importance of the mass media in everyday life.

Analyze the strengths and weaknesses of the mass media in relation to each medium's success or failure reaching an intended audience

"Have a comprehensive view of media freedoms, government and public regulation of the media, in contemporary society.

**COIII INTRODUCTION TO COMMUNICATIONS
SYLLABUS FALL 2018**

Dr. Robert Bruce Kelsey

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Instructor CV: <https://sites.google.com/a/g.thomas.edu/kelseycv>

Required Text(s) None.

Required Software Adobe Flash & PDF Reader.
Microsoft Office is the preferred platform for this course.

Papers must be submitted in DOC, DOCX, or RTF formats.

What Is “Communications”?

The discipline of communications examines how we create and interpret significance, as individuals, as societal members, and as consumers and transmitters of cultural environments, in and through any medium – words, images, actions, and the media used to record and preserve them.

Communications draws on other disciplines to help illuminate how cultural forces, historical and contemporary events, and biophysical processes interact in the individual experience of significance.

What Is This Course About?

This introductory course surveys several domains in the discipline of Communications of particular relevance to the curricula of programs at Thomas College. Topics include: media ecology, fundamentals of research design, research literacy, visual and information design (focused on journalism and web marketing), and rhetorical analysis.

The course combines empirical research with the critical and speculative approaches of culture studies to introduce students to the value of the communications perspective for professions such as Journalism, Public Relations, Marketing, Organizational Management, and Psychology. Class projects and discussions examine how “communications” impacts and guides the professions of business, the social sciences, education, and some areas of information technology.

Course Objectives

Upon completion of this course, students will be able to:

- Apply models of the communication process to understand communication environments
- Assess the strengths, weaknesses, benefits and risks of different communication mechanisms and media
- Utilize more advanced theoretical constructs and qualitative research methods to analyze and evaluate a variety of social / social media, and organizational communications, both print and digital

- Synthesize, and apply academic research in the communications field relevant to their academic program and professional interests

Course Outline

Discipline Overview

Approaches and Methods in Communications

“Communications” at Thomas College

Visual Design

Media Ecology I: Convergences of Mind, Technology, and Business

Convergences and Systems

Mapping Virtual Space Research Project

The Psychology / Communications / Marketing Interface

Research Design

Reading a scientific research article

Interface Examples: Cognitive Dissonance, Ideology and Brand Perception

Research Summary Project

Applications: Journalism, Media Cultural Studies, Original Research

Overview of Journalism, Past & Present

Information Storage & Processing

Technopoly /Media Ecology today

Quasi-Experimental or Experimental project

A detailed assignment schedule will be posted on the course’s Moodle page.

Course Activities Evaluation

Exercises	10%
Mapping Project	25%
Research Summary	25%
Capstone Project	40%

Extra Credit Opportunities

Several Programs at Thomas regularly sponsor student-led research efforts that require Thomas student participants. Students in this class may earn 5 additional points, to be added to their lowest score for any exam or paper, by participating in any course-sanctioned research efforts undertaken by students in Psychology or Criminal Justice.

Course Policies

Communicating & Submitting Work

Our official and only communication mechanism outside of class is Thomas Outlook accessed via your personal computer or a Thomas desktop.

Submitting Writing Assignments

Depending on the assignment, papers may be handed in in hardcopy, or emailed to me, or submitted to a Moodle drop box.

Submit electronic versions in DOC, DOCX, RTF, or PDF format. Do not submit in native Pages format.

E-mails to Instructor

When submitting written assignments via e-mail, include the assignment name in the email and ensure your name is on the file you are submitting.

What are my responsibilities in this course?

Prepared Attendance

You are expected to attend class, to attend to and to participate in class discussions, and to participate in class activities such as peer reviews or group projects.

Illegitimate absences and/or lack of proper preparation for class signify a lack of commitment to the course. **If you have more than 4 illegitimate absences, and/or if you fail to meet assignment deadlines or repeatedly submit inadequate work, I may at my discretion have you withdrawn from the course.**

Students involved in College sponsored sports or educational activities that conflict with this course may incur additional absences without penalty IF they notify me in advance of the schedule conflicts AND all work required to meet course/project deadlines are met.

Timely completion of assignments

You are expected to complete assigned readings, exercises, writing assignments, and presentations by the due date listed in the course schedule (available in hardcopy and/or Moodle).

Submitting work late without a legitimate excuse will cause you to be dropped from your current grade trajectory.

Obtaining support as necessary

In addition to the academic support provided by Peer Mentors and Tutors, you are expected to pursue at your own initiative other support as required:

1. Students with disabilities or learning differences who need academic accommodations should contact Lisa Desautels-Poliquin, Vice-President of Student Affairs, at desautelsl@thomas.edu or 859-1243.

2. Free, confidential counseling services are available to all fulltime day students. To schedule an appointment email Carol Jollotta, LCSW at counselor@thomas.edu.
3. Many faculty members including myself have designated their offices as Safe Space for students seeking informal support for lifestyle, spiritual, or social challenges.

What are legitimate excuses for missing class or a due date?

Students should notify me as soon as possible if any of these events occur, since they legitimize absences and remove penalties for late work:

- Hospitalization or death of immediate family member
- Armed forces or emergency response duties
- Local emergency/disaster
- Documented chronic illness, personal or family emergency situation.

How are Academic Honesty and Plagiarism defined in this course?

Students in this course are expected to adhere to the College standards regarding academic honesty. Plagiarizing another person's work (even that of a fellow student) violates Thomas College's Academic Dishonesty policy.

In this course, plagiarism is defined as presenting someone else's words or ideas or images, without attribution and, when appropriate, quotation marks.

For responses to textbook review/study questions and for Forum prompt responses, mentioning the name of the author you are discussing will be considered attribution, however, quotation marks will be required if you actually quote from the text.

Examples of Plagiarism

For example, you plagiarize when you:

Use phrases, sentences, paragraphs or complete texts from someone else's published work, in any media and in any form, without accurately citing that source and/or (for text) without using quotation marks. This includes Open Source materials.

Use ideas from someone else's published work other than the course textbook(s), in any media and in any form, without accurately citing that source and/or without using quotation marks. This includes Open Source materials.

Use phrases, sentences, paragraphs or complete texts from someone else's answers to homework assignments regardless of citing the source.

Use images obtained from any source other than your own camera or graphic application without accurately citing that source and/or without using quotation marks. This includes internet archives, internet image repositories, and Open Source materials.

There are two exceptions:

Including without citation or quotation marks standard usage or colloquial phrases and technical terms or phrases. For example, sports journalism uses stock verbs and adjectives to describe players and plays; use of these terms would not constitute plagiarism.

Using quotes but failing to provide references in the correct format (an error in citation format is not an act of plagiarism).

Penalties for Plagiarism

For the first instance of plagiarism, the student will receive zero points for the work in which the plagiarism occurs. If the assignment is an examination, no makeup exam will be offered. If the student plagiarizes in any subsequent assignment, the student will be forced to withdraw from the course and at instructor's discretion the incident may be reported to Academic Affairs.

Plagiarism

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Use ideas from someone else's published work other than the course textbook(s), in any media and in any form, without citing that source and/or without using quotation marks. This includes Open Source materials.

Use phrases, sentences, paragraphs or complete texts from someone else's answers to homework assignments regardless of citing the source.

Use images obtained from any source other than your own camera or graphic application) without citing that source and/or without using quotation marks. This includes internet archives, internet image repositories, and Open Source materials.

There are two exceptions:

- 1) standard usage or colloquial phrases and technical terms or phrases. For example, sports journalism uses stock verbs and adjectives to describe players and plays; use of these terms would not constitute plagiarism.
- 2) Using quotes but failing to provide correct references (an error in citation is not an act of plagiarism)

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