

## Syllabus

### COMM 3371: Communication Theory and Analysis

**Author:** Stacey Sowards, PhD

**Created:** 6/01/2015

---

## Course Instructor

**Instructor Information:** Olga Alexander

**Contact Information:** [olgaua@utep.edu](mailto:olgaua@utep.edu)

**Term:** Spring 2023

**Office Hours:** By email

---

## Course Overview

This course is an introduction to various communication theories, spanning rhetorical, mass-mediated, interpersonal, and organizational communication.

**Credit Hours:** 3

**Prerequisite Courses:** COMM 1370 and junior standing.

**Prerequisite Skills and Knowledge:** None

## Course Learning Outcomes

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

1. Discuss foundational principles in the study of communication, including:
  - a. The history of the discipline
  - b. Contemporary theories of communication
2. Compare theories of communication.
3. Describe how communication theories are used in real-world communication contexts.
4. Demonstrate academic writing and research skills.
5. Integrate communication theories in everyday situations.
6. Illustrate lifelong learning applications in writing, researching, communicating, and thinking skills.

## Course Textbook

- Griffin, E. (2012). *A first look at communication theory*, 9th edition. Boston, MA: McGraw Hill.

### Instructions for purchasing PDF of textbook

- You can locate and purchase the book online by following these steps:

1. Go to <https://create.mheducation.com/shop/>

2. Search for and select book by Title, ISBN, Author, or State/School.

ISBN: 9781121829565

Title: Communication Theory/Analysis

3. Add the book to your cart and pay using a credit card or access code.

Note: This PDF is a collection of ONLY the chapters that you will need from the book listed above (Em Griffin). It will appear as COMM 3371, Instructor Stacey Sowards. It is about \$36 to purchase the PDF; you can also purchase almost any edition of the book listed above from an online book provider, such as amazon.com.

## Other Required Materials

- All other required materials are located on the “required reading” tab: <http://libguides.utep.edu/content.php?pid=91470&sid=681356>

## Course Technology

- Blackboard

## Technology Requirements

- Computer with basic audio/video output equipment
- Robust internet connection – broadband recommended
- Microsoft Office or similar product

## Tech Support

The University of Texas at El Paso offers complete technical information and online help desk support at <http://at.utep.edu/techsupport/>.

## Method of Evaluation

Type	Points
Discussions	23
Peer Reviews	3
Analysis Paper	35
Weekly Quizzes	24
Final Exam	15
<b>Total</b>	<b>100</b>

## Grading Scale

Letter Grade	Points Earned
A	90-100
B	80-89
C	70-79
D	60-69
F	0-59

## Expectations and Policies

### What to Expect from the Instructor

I will log into our course at least once a day, and you can expect responses to e-mails within 24 hours. Please wait 24 hours to resend e-mails if you have not received a response. I will return graded assignments to you within a week of receiving them.

### Participation

This course requires that you have at least 12-18 hours each week of access to a computer with a high-speed Internet connection. You are required to log into the course at least three days each week. Weekly discussions require students to interact with the instructor and classmates on at least two days each week. Timely and regular online participation with your peers is essential to being successful in this course. Participation in an online course can be challenging because it brings together different perspectives and attitudes without a face-to-face connection with one another. We understand that and ask that you work hard to achieve positive interaction with your peers. Students are expected to be respectful and supportive of other students. Many different ideas will be welcomed and encouraged. We will discuss some controversial topics, and students must feel that they are comfortable to express their thoughts. Your participation is vital for discussion and assignments, and it is very difficult to get a satisfactory grade in this course if you do not log into the course at least three times each week. Assignments will be

evaluated not only for completion, but also your willingness to engage your classmates in discussion about communication theories and concepts.

## Academic Dishonesty Statement

Academic dishonesty is prohibited and is considered a violation of the UTEP Handbook of Operating Procedures. It includes, but is not limited to, cheating, plagiarism, and collusion.

- *Cheating* may involve copying from or providing information to another student, possessing unauthorized materials during a test, or falsifying research data on laboratory reports.
- *Plagiarism* occurs when someone intentionally or knowingly represents another person's words or ideas as his or her own.
- *Collusion* involves the unauthorized collaboration with another person or group to commit any academically dishonest act.

Any act of academic dishonesty attempted by a UTEP student is unacceptable and will not be tolerated. Violations will be taken seriously and will be referred to the Office of Student Conduct and Conflict Resolution for possible disciplinary action. Students may be suspended or expelled from UTEP for such actions. More information can be found in the UTEP *Handbook of Operating Procedures*, under the heading "[Alleged Student Scholastic Dishonesty](#)" and the [Regents' Rules and Regulations](#).

## Late Policy

Late written assignments will receive a one point deduction for each twenty-four hour period (including weekends) the assignment is late. Generally, I find it unacceptable for students to turn in late assignments, unless there are extreme and extenuating circumstances. Late final papers will not be accepted and you will receive a zero for the assignment.

## Library Information

Access the UTEP Library by visiting <http://libraryweb.utep.edu/>.

## Effective Electronic Communication

It is important to share a word of caution, so we can become wiser about interpersonal distance learning communications. In an online environment, many of the feelings or impressions that are transmitted via body language in face-to-face communications are lost. Consequently, interpreting emotions and innuendos can be difficult. Only what is written, or drawn, carries the message. Often, excitement can be misinterpreted as anger or insult. It is important that we all keep this in mind as we communicate.

Words in print may seem harmless, but they could emotionally injure us when working at a distance. Hence, we must be conscious of how we communicate while working at a distance

and use good *netiquette*, i.e., online communication etiquette. For example, your classmates may not know who is posting a comment, so clearly identify yourself when posting to a discussion board. Further, avoid using all capital letters in electronic communication as all caps come across as shouting.

The standard practice ("netiquette") for participation in networked discussion requires that all comments focus on the topic at hand, not become personalized, and be substantive in nature. In other words, you may certainly disagree with others, but you must do so respectfully; you may express strong beliefs or emotions, but you may not get so carried away that you lose all perspective on the course itself.

More information on netiquette, the etiquette of Internet communication, can be found at [www.albion.com/netiquette](http://www.albion.com/netiquette).

## Disability Statement

If you have a disability and need classroom accommodations, please contact The Center for Accommodations and Support Services (CASS) at 747-5148, or by email to [cass@utep.edu](mailto:cass@utep.edu), or visit the office located in UTEP Union East, Room 106.

For additional information, please visit the CASS website at [www.sa.utep.edu/cass](http://www.sa.utep.edu/cass).