

Communication 3371 Theory and Analysis - CRN 20609
Spring 2024

Instructor: Raul Rodriguez

Office: Quinn Hall

Class Location: Liberal Arts Room 323

Class Sessions: 10:30 am to 11:50 am.

Mobile Phone 210 310 6467

Office Hours: Tuesday/Thursday 12:00 – 1:30 pm./ or by appt.

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Course Description:

Theory guides our behavior and ability to negotiate realities in a variety of interpersonal, organizational, and social contexts. The purpose of the course is to understand the important role that communication theory plays in the formation, development, and termination of human relationships and connection, particularly at societal levels. A thorough understanding of theories and their ability to understand the logic or rationale that underlies them helps one to analyze problems and to communicate effectively. In this class, we will specifically examine: (a) how communication affects one's view of self/society/other; (b) how the use of different communication theories affects outcomes in research and in our own views on reality; and (c) how cultural factors influence contemporary communication theory (d) how to utilize communication theory in the workplace.

We will begin by defining communication theory and examining key theories across several communication subfields (e.g., culture and communication, mass media) and learning to separate scientific knowledge from opinion. In the latter part of the course, there is an emphasis on intercultural communication vis-à-vis an examination of public memory. Throughout the semester will seek to link theory to “real life” by also examining contemporary issues using selected theories.

Course Goals:

1. To build foundational knowledge in the study of communication through an examination of the history of the discipline and through the study of landmark and contemporary theories of communication.

2. To compare theories as well as contrast, understanding how the use of one may be beneficial or limiting to a particular topic or situation.
3. To learn how we can use communication theories in applied contexts.
4. To develop presentational, research, and writing skills.
5. To apply and integrate theories into everyday situations.
6. To generate a passion for lifelong learning in writing, researching, and critical thinking.

Required Texts:

- Griffin, E. et al. (2019). *A first look at communication theory*. (10th ed or 11th ed). New York: McGraw Hill. 10th ed. 11th ed – ISBN 978-1-264-29610-1

NOTE: Purchase the 10th edition or 11th Edition is available as well. I will likely have to ask you to track down or rent videos during the semester, if we move to remote instruction at any point. I will first look for something on a UTEP library database to help defray class costs.

Course Assignments:

1. All tests on Blackboard posted by 2 p.m. on Sundays and due by 11:59 p.m. 90-minute time limit. No make-up tests!
2. Test 1 150 points.
3. Test 2 Midterm Exam 150 points.
4. Test 3 Final Exam 150 points.
5. It's Your Theory Essay. 250 points.
6. Define 4 Key Chapter Terms 200 points.
7. Attendance and class participation 100 points.

Total Possible Points 1000 points

Grade Point Values

- **A = 1000 to 900**
- **B = 899 to 800**
- **C = 799 to 700**
- **D = 600 to 699**
- **F = 599 – or fewer points**

INSTRUCTOR RESERVES THE RIGHT TO ALTER THE COURSE AND/OR GRADING SCHEDULE

Theory Paper: Select a Communication Theory of your choice (not previously discussed in class) that interests you and critique in a 2 -page essay to analyze the theory. Use one from the textbook. This is your opportunity to “read” the theory from an academic perspective. Do not be afraid to see where this analysis takes you. I will provide a rubric at a later date.

Grading: All assignments are graded using the same criteria: (a) grammar/spelling, (b) organization, (c) accuracy in using concepts, (d) originality of analysis, (e) depth of critical thinking, (f) quality of arguments—using evidence to support opinions, and (g) following instructions, meets the six objectives.

An “A” paper will be a one that is superior. It will address all the issues assigned (i.e., directions are followed). The writer will demonstrate exceptional fluency and use of language. The paper will be distinguished by the quality of its content, the amount of detail used to support or illustrate its central ideas, and the coherency of the analysis presented. It will contain very few grammatical errors. It will include original analysis of the theories/concepts. It will accurately use and cite sources in textbook. Ensure there is a good amount of substance from the sources, and it is accurate.

A “B” paper will be above average. It will be well organized and developed and will demonstrate a clear understanding of the assignment (i.e., all issues are addressed directions followed). Although it may contain minor flaws, the writing will exhibit an ability to use the language effectively and the analysis presented will be relatively coherent. It will include original. analysis of the theories/concepts, but not quite as compelling as an A paper (e.g., not as well supported with evidence). It will accurately use and cite sources. The amount of substance is strong, but not as well developed as an A paper and there may be minor flaws in the evidence. The sources are strong academic sources. Finally, the paper will be well organized, but with some minor flaws in organization.

A “C” paper will be an average paper. It will demonstrate an adequate level of organization and development. It will contain enough specific information to illustrate a described experience or a proposed argument. Although the paper may contain writing errors, they will not be serious or frequent enough to distract the reader from the content. All issues must be addressed for it to receive a “C” (i.e., you must follow directions to get a C). The analysis is largely repetitive with what

is presented in class or texts and thus is not original. Sources are not cited properly or the amount of substance from the sources is limited. Finally, the organization has some flaws. For example, main points may not be clear, the paper lacks a thesis, etc.

A “D” paper will be below average. It will reveal one or two of the following weaknesses: (1) all objectives of the assignment are not addressed (you did not follow directions), (2) serious problems of organization or focus, (3) insufficient information to illustrate experiences or support the arguments, (4) serious problems in sentence structure, (5) errors in writing that are sufficient to distract the reader from the content of the paper lacking original analysis.

An “F” paper will demonstrate little understanding of the assignment or the mechanics of writing. Essentially, it will include three or more of the weaknesses presented in the “D” paper.

Late Papers: I do not accept late papers unless there are circumstances beyond your control that you can document. If you need to submit a late assignment or to complete a test on an alternate day, please let me know ahead of time. You will **lose 10 points** of the final grade for late papers, unless the tardiness is due to an illness or death. University-approved absences are exempt from this policy but must be reported to me ahead of the absence.

Participation: This class relies extensively on readings, discussions, and tests. It is imperative that you keep up with these assignments. Participation makes the class sessions much more engaging.

Define 4 Key Terms Weekly Assignments– from the first 10 chapters you have a choice of defining 4 key terms. Assignments will be titled Assignment 1 through 10. Due on Sundays, opens at 10 am and closes at 11:59 pm.

A Note about Readings: The readings for the week are posted in the syllabus.

Class Policies

Academic Honesty: Students caught in acts of academic dishonesty will be disciplined in accordance with UTEP policy. I will report the incident and submit the assignment/exam to the Dean of Students, and they will determine your punishment. If consulted, I will recommend you fail the class.

Approaching the Professor: You can approach me any time before or after class. Also, text, call or email me with your questions or concerns. If after that you would still like to meet, I am glad to do so via telephone, in the library or student union.

Disabilities: Qualified students with disabilities needing appropriate academic adjustments should contact me as soon as possible to ensure that their needs are met in a timely manner. Please also register with the UTEP Center for Accommodations and Support Services (CASS), UTEP Union East, Room 106. You may reach them via telephone (915) 747-5148 or email cass@utep.edu. If you need any accommodation, CASS registration will protect you and help ensure that you receive the accommodation(s) you need to excel in your studies. I am always glad to help in any way I can. However, CASS staff members are the only individuals who can validate and authorize accommodations for students with disabilities.

“The University is committed to providing reasonable accommodations and auxiliary services to students, staff, faculty, job applicants, applicants for admissions, and other beneficiaries of University programs, services and activities with documented disabilities in order to provide them with equal opportunities to participate in programs, services, and activities in compliance with sections 503 and 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act (ADA) of 1990 and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008. Students who become pregnant or have parenting responsibilities may also request reasonable accommodations. Reasonable accommodations will be made unless it is determined that doing so would cause undue hardship on the University. The UTEP Center for Accommodations and Support Services (CASS) will process requests for accommodations based on a disability, pregnancy, or parenting. Contact the Center for Accommodations and Support Services at 915-747-5148, email them at cass@utep.edu, or apply for accommodations online via the CASS portal.”

Final Grades: I do NOT provide students with final grades via email or telephone. Final grades are posted on Goldmine once they are processed by the Registrar’s Office. Please do NOT contact me for grades prior to their official posting on Goldmine. If you have any concerns regarding your final grade, contact me at your earliest convenience via email. In the event of any errors, I will submit a grade change via email and the new grade should post in about two weeks. Professors may change grades at any time; there are no time limits.

Guidance on Artificial Intelligence: The use of generative AI tools such as Chat GPT is permitted in this course for the following activities:

[Use for research and further explanation of theories, models, and concepts. Do not copy and paste. Use your own words and perspective.] However, you may not use AI tools to complete the following activities:

[Use to complete tests, composition of essays or other written assignments. Do not copy and paste. Use your own words and refer to the textbook or outside source(s) to complete these tasks.]

Students must cite any borrowed content sources to comply with all applicable citation guidelines, copyright law, and avoid plagiarism. Instances that violate these guidelines will be referred to the Office of Student Conduct and Conflict Resolution.

TECHNOLOGY REQUIREMENTS

Some course content is delivered via the Internet through the Blackboard learning management system. Ensure your UTEP e-mail account is working and that you have access to the Web and a stable web browser. Google Chrome and Mozilla Firefox are the best browsers for Blackboard; other browsers may cause complications. When having technical difficulties, update your browser, clear your cache, or try switching to another browser.

You will need to have access to a computer/laptop. You will need to download or update the following software: Microsoft Office, Adobe Acrobat Reader, Windows Media Player, QuickTime, and Java. Check that your computer hardware and software are up-to-date and able to access all parts of the course.

If you do not have word-processing software, you can download Word and other Microsoft Office programs (including Excel, PowerPoint, Outlook and more) for free via UTEP's Microsoft Office Portal. Click the following link for more information about [Microsoft Office 365](#) and follow the instructions.

IMPORTANT: If you encounter technical difficulties beyond your scope of troubleshooting, please contact the UTEP [Help Desk](#) as they are trained specifically in assisting with technological needs of students. Please do not contact me for this type of assistance. The Help Desk is much better equipped than I am to assist you!

Where you can go for assistance. UTEP provides a variety of student services and support: Technology Resources

- **Help Desk:** Students experiencing technological challenges (email, Blackboard, software, etc.) can submit a ticket to the UTEP Helpdesk for assistance. Contact the Helpdesk via phone, email, chat, website, or in person if on campus.

Academic Resources

- [UTEP Library](#): Access a wide range of resources including online, full-text access to thousands of journals and eBooks plus reference service and librarian assistance for enrolled students.
 - [University Writing Center \(UWC\)](#): Submit papers here for assistance with writing style and formatting, ask a tutor for help and explore other writing resources.
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- [Math Tutoring Center \(MaRCS\)](#): Ask a tutor for help and explore other available math resources.
- [History Tutoring Center \(HTC\)](#): Receive assistance with writing history papers, get help from a tutor and explore other history resources.
- [RefWorks](#): A bibliographic citation tool; check out the RefWorks tutorial and Fact Sheet and Quick-Start Guide.
- [The Miner Learning Center](#): Join peer-led study sessions in person or online to review content and discover study strategies in core curriculum courses.
- [UTEP Edge](#): UTEP's cross-campus framework for student success and empowerment – develops students' assets through high-impact experiences made possible by the expertise and dedication of faculty, staff, alumni, and community partners.

Individual Resources

- [Student Success Help Desk \(SSHD\)](#): Students experiencing challenges or obstacles to academic success including registration, financial, food, housing, and transportation resources may submit a ticket request assistance to studentsuccess@utep.edu
- [Military Student Success Center](#): Assists personnel in any branch of service to reach their educational goals.
- [Center for Accommodations and Support Services](#): Assists students with ADA-related accommodations for coursework, housing, and internships.
- [Counseling and Psychological Services](#): Provides a variety of counseling services including individual, couples, and group sessions as well as career and disability assessments.
- [UTEP Food Pantry](#): Non-perishable food items are available to students who are currently enrolled in classes. Bring a Miner Gold Card to Memorial Gym, Room 105, Monday through Friday, 10 a.m. to 2 p.m.

ILLNESS PRECAUTIONS

Please stay home if you have symptoms of a communicable illness. If you are feeling unwell, please let me know as soon as possible, so that we can work on appropriate accommodations.

Drop Courses or Excused absences: according to UTEP Catalog, “At the discretion of the instructor, a student can be dropped from a course because of excessive absences or lack of effort. A grade of “W” will be assigned before the course drop deadline and a grade of “F” after the course drop deadline.” See Policies and Regulations in the UTEP Undergraduate Catalog for a list of excuse absences. Therefore, if I find that, due to non-performance in the course, you are at risk of failing, I will drop you from the course. I will provide 24 hours advance notice via email. After 3 unexcused absences, I will reach out to you.

OR

I will not drop you from the course (instructor’s discretion). However, if you feel that you are unable to complete the course successfully, please let me know and then contact the [Registrar’s Office](#) to initiate the drop process. If you do not, you are at risk of receiving an “F” for the course.

Follow the weekly calendar below for chapter topics, assignments and test reviews and scheduled test dates. **Three tests** are scheduled for the semester and open at 10 am through 11:59 pm. There are no make-up tests except for emergency circumstances which can be documented. The same policy applies to all assignments. Should you miss an assignment or test, notify me immediately by text, 210- 210 6467 and a follow up email.

Comm 3371-03	Spring 2024 Calendar	CRN 20609
Class Meeting	Topic – Activity in class	Reading Assignments/Tests
WK 1– 1/16-1/18	<ul style="list-style-type: none"> • Launching Your Study • Syllabus • Overview of CTA 	<ul style="list-style-type: none"> • Chapter 1 – Read • Launching Your Study/ Comm Theory • Assignment 1-define 4 key terms due Jan 20
WK 2 1/23-1/25	<ul style="list-style-type: none"> • Chapter 2 Talk About Theory 	<ul style="list-style-type: none"> • Chapter 2 - Read • Assignment 2-define 4 key terms due Saturday Jan 27
WK 3-/30 – 2/1	<ul style="list-style-type: none"> • Chapter 3 Weighing the Words 	<ul style="list-style-type: none"> • Chapter 3 Weighing the Words-Read • Assignment 3-define 4 terms due Saturday Feb 3
WK 4- 2/6–2/8	<ul style="list-style-type: none"> • Chapter 4 Mapping the Territory 	<ul style="list-style-type: none"> • Chapter 4 Mapping the Territory-Read

		<ul style="list-style-type: none"> • Assignment 4-define 4 key terms due Saturday Feb 10
WK 5- 2/13-2/15	<ul style="list-style-type: none"> • Chapter 7 Expectancy Violations Theory • Test 1 Review • Test 1 – (90 minutes) must complete on 2/18 Sunday. 	<ul style="list-style-type: none"> • Chapter 7 Expectancy Violations Theory-Read • Assignment 5-define 4 key terms due Saturday Feb 17 • Test 1 Ch. 1,2,3,4,7. Opens 12 noon to 11:59 pm. No make-up!
WK 6- 2/20-2/22	<ul style="list-style-type: none"> • Chapter 8 Social Penetration Theory 	<ul style="list-style-type: none"> • Chapter 8 Social Penetration Theory -Read • Assignment 6-define 4 key terms due Saturday Feb 24
WK 7- 2/27-2/29	<ul style="list-style-type: none"> • Chapter 11 Relational Dialectics Theory 	<ul style="list-style-type: none"> • Chapter 11 Relational Dialectics Theory-Read • Assignment 7-define 4 key terms due Saturday Mar 2
WK 8-3/5- 3/7	<ul style="list-style-type: none"> • Chapter 13 Media Multiplexity Theory 	<ul style="list-style-type: none"> • Chapter 13 Media Multiplexity Theory-Read • Assignment 8-define 4 key terms due Saturday Mar 9
WK 9- 3/11-3/15	<ul style="list-style-type: none"> • Spring Break 	<ul style="list-style-type: none"> • Spring Break
WK 10- 3/19-3/21	<ul style="list-style-type: none"> • Chapter 26 Semiotics Theory 	<ul style="list-style-type: none"> • Chapter 26 Semiotics Theory-Read • Assignment 9-define 4 key terms due Saturday Mar 23
WK 11- 3/26-3/28	<ul style="list-style-type: none"> • Chapter 29 Cultivation Theory 	<ul style="list-style-type: none"> • Chapter 29 Cultivation Theory-Read

		<ul style="list-style-type: none"> • Assignment 10-define 4 key terms due Saturday Mar 30
WK 12-4/2-4/4	<ul style="list-style-type: none"> • Chapter 32 Standpoint Theory • Test 2 Review • Test 2-90 minutes-must complete on 4/7 Sunday 	<ul style="list-style-type: none"> • Chapter 32 Standpoint Theory-Read • Test 2 Ch. 8,11,13,26,29 Opens 12 noon to 11:59 pm. No-makeup!
WK 13-4/9-4/11	<ul style="list-style-type: none"> • Chapter 33 Muted Group Theory 	<ul style="list-style-type: none"> • Chapter 33 Muted Group Theory-Read
WK 14-4/16-4/18	<ul style="list-style-type: none"> • Chapter 25 Media Ecology Theory 	<ul style="list-style-type: none"> • Chapter 25 Media Ecology Theory-Read
WK 15-4/23-4/25	<ul style="list-style-type: none"> • Chapter 35 Face Negotiation Theory • Finals Review 	<ul style="list-style-type: none"> • Face Negotiation Theory-Read
WK 16-4/30-5/2	<ul style="list-style-type: none"> • It's Your Theory discussion and research 	<ul style="list-style-type: none"> • It's Your Theory discussion and research. • Assignment- It's Your Theory due 5/5 Sunday.
WK 17-5/6-10	<ul style="list-style-type: none"> • Finals Week Test 3 – 120 minutes – must complete. 	<ul style="list-style-type: none"> • Test 3 Ch. 32, 33, 25, 35