

cmst 331

spring 2016
communication scholarship
section 1, #2268, T/TR, 3:30-4:45, THMA 230

description

Communication Scholarship is an intensive research, writing and ethics course for communication studies majors. Students will receive instruction in conducting secondary research within scholarly literature, and disciplinary writing practices necessary for successful upper division writing in the major. Students will also develop an understanding of key elements of communication scholarship, including a basic history of research writing, adapting writing for various rhetorical situations, learning how to critique and write about research, and maintaining integrity in writing. This course meets the General Education requirement for Writing Intensive coursework.

Catalogue description: "Writing skills course for communication studies majors that addresses issues in communication scholarship, including practical applications of theory and research in communication, communication journals and the publication process, how to conduct a scholarly literature review, how to write a scholarly research paper in communication studies, and how to write on a professional level." Prerequisites: ENGL 130 (or its equivalent) with a grade of C- or better. *Note: To meet the prerequisite for upper-division work in the Communication Studies major, students must pass CMST 331 with a final grade of C- or better.*

texts & materials

1. **Required:** APA (2009). American Psychology Association Style Manual. (Must be hard copy!)
2. **Required:** Graff, G., & Birkenstein, C. (2014). "They Say/I Say": The moves that matter in academic writing (3rd edition). WW Norton & Company. (Can be hard or e-copy)
3. **Required:** Other readings, as assigned. (Available free online or Blackboard Learn)
4. **Required:** Reliable access to a printer.

course objectives

Knowledge of communication ethics

- o identify and describe prevailing ethical theories
- o apply ethical theory to analyze case studies involving ethical conflict
- o recognize and analyze ethical issues relating to the field of communication studies

Knowledge of rhetorical situations

- o identify and adapt writing to the rhetorical demands of different purposes, audiences & contexts
- o understand and follow disciplinary writing conventions

Inquiry practices

- o understand the purpose and value of scholarship
- o determine the information needs of different purposes, audiences & contexts
- o locate and access relevant published scholarship
- o accurately interpret and critically evaluate published scholarship
- o use scholarly material as support for written analysis and argument

Writing and revising practices

- o use content to illustrate mastery of a subject and develop ideas & arguments
- o structure written information and arguments clearly and effectively
- o control grammar and mechanics to communicate effectively in writing
- o revise to improve drafts in response to feedback
- o develop strategies for improving personal writing weaknesses



cmst 331 policies & requirements

the process of teaching & learning in cmst 331

Learning is an active process which means that you will be directly involved through discussion, activity and collaboration. Not only does it make the process more enjoyable (read: not boring), but your learning will be more effective, increasing your competence in the subject matter.

Effective learning happens when:

- ✦ you understand communication scholarship in ways more sophisticated than when you first began
- ✦ you are conscious of the choices you make as an academic writer and can tailor your writing for various audiences
- ✦ you are able to identify and explain important conventions in communication scholarship

You will facilitate these outcomes by:

- ✦ mindfully completing reading and written assignments before coming to class
- ✦ arriving to class on time and prepared
- ✦ being prepared and willing to share ideas and dialogue with colleagues that are relevant to the class
- ✦ looking for connections between real life experiences and the ideas and concepts encountered throughout the course to build a deep, complex understanding of communication processes
- ✦ asking insightful questions

A typical class session will involve a great deal of student-to-student interaction. You will: talk about your ideas; develop, present and analyze arguments; write and share your writing; develop conceptual maps and models; and identify concepts in various media. Occasionally, I will talk for 10-15 minutes, and you'll do some note taking. As a result, there will be ample opportunity to practice relevant skills and test concepts presented.

classroom behavior & student conduct

Keeping the **golden rule** in mind, you should treat others as you wish to be treated. I intend to treat each student with respect, dignity and courtesy. I assume that your classmates and I will receive the same treatment from you. You are expected to arrive on time, fully prepared to actively engage in class discussion and activities, and to act in a professional, respectful manner. Active participation demonstrates your commitment to the learning process and enhances your understanding of the material.

Specifically, I want to build a classroom climate that is comfortable for all. It is especially important to:

- ✦ display respect for all members of the classroom – including the instructor and students
- ✦ pay attention to and participate in all class sessions and activities
- ✦ avoid unnecessary disruption during class time (e.g., talking out of turn, arriving late, surfing the internet, doing work for other classes, leaving class other than for an emergency, making/receiving calls, text messaging, etc.)
- ✦ avoid racist, sexist, homophobic or other negative language that may unnecessarily exclude members of our campus and classroom.

This is not an exhaustive list of behaviors; rather, it represent examples of the types of things that can have a dramatic impact on the class environment.

****One one more thing, for those who are super comfortable speaking in class—yay! However, please be aware that I may not always call on you so as to make room for others to join the conversation.****

cmst 331 policies & requirements

late work/make-up exams

Unless specifically noted, all assignments are due at the BEGINNING of class time on the date assigned. **If you arrive late, your paper will not be accepted.** If you will be absent when an assignment is due, you may turn the assignment in early or send it to class with a colleague. (Make friends!) Early work may be submitted during office hours or in class. Note: Absolutely no assignments will be accepted via e-mail. **Ever. Ever, ever.** Late work will be accepted only in extreme circumstances (read: you are in a full body cast and cannot type) and will be marked down by one letter grade for each day late. Informal in-class activities/quizzes cannot be made up. Make-up exams will be considered only in extreme circumstances.

attendance/punctuality

In order to have a meaningful class, everyone needs to arrive **on time** and prepared for the day's activities. That said, the responsibility for attendance is entirely yours. Attendance will be taken periodically and participation assessed via in-class activities. If you miss a class period where an assignment is due—for any reason—you assume responsibility for the zero that will be recorded. This includes papers, presentations, quizzes, exams and in-class activities. Excessive absences, tardiness, and early departure will result in a loss of participation points. If you miss a class, it is your responsibility to get lecture notes or handouts from your colleagues. I do not need to be notified if you're going to miss or have missed class, unless you need arrange for a school sanctioned event in advance.

add/drop policy

Students may drop this course during the first two weeks of the semester without restriction or instructor approval. Students may add with instructor approval if room is available. Priority will be given to those who are graduating first. During the 3rd and 4th weeks of classes, Change of Program (COP) forms are needed to add/drop, and require the instructor's signature. After the 4th week of classes, all COP forms to add/drop require a serious and compelling reason (see University Catalog) and require approval signatures from the instructor, department chair, and dean of the college. Do not assume you will be automatically dropped for not attending class; however, failure to attend the first two days may lead to being dropped. It is your responsibility to make a commitment to dropping or staying in class by the second week. Please follow the appropriate drop procedures or you may get a failing grade for the class.

electronic devices

In order to create the best learning environment, electronic devices (e.g. ipods, laptops, cell phones, tablets) are not to be used in the classroom without specific direction from me.

Specifically: Cell phones must be turned off and put away during class. If you choose to use your cell phone during class, you choose to forfeit 50 points from your final grade, each time. If you need to use your phone for an emergency, no problem. Just step out.

Also, the use of laptops—except for prescribed periods of time— is prohibited. If you believe you have special circumstances, please speak with me right away.

a social media-free zone

Research* indicates that we have but two primary channels for receiving and interpreting information: visual and aural. These channels become overloaded easily when faced with too much stimuli or information, e.g., trying to snapchat/text, "listen" to a lecture, take notes and pay attention to visual aids. Since meaningful learning involves actively engaging with content, limiting electronics in the classroom gives you an opportunity to involve yourself with the course material. Isn't that great? Don't worry, I promise to ignore my phone, too.

* Links to research are available on BBLearn.

cmst 331

academic honesty, plagiarism and cheating

The very best way to fail this course? Plagiarize or cheat. Academic misconduct will result in, at the very least, a zero on the assignment in question, and may include a failing course grade and/or possible university sanctions. Please be aware that plagiarism is the stealing of ideas which happens when you use someone else's material (including words, figures, images, structure, style, etc.) without giving the creator proper credit. Note that "recycling" papers from other classes also falls under academic misconduct and will not be tolerated. All work completed for CMST 331 must be original. Please acquaint yourselves with the university's academic integrity policy, which can be found here: <http://www.csuchico.edu/sjd/integrity.shtml>. To assist with student learning, honesty, and integrity in our academic processes, you may be asked to submit your essays to Turnitin which will enable you to check your paper for citations and plagiarism. Turnitin also allows me to compare your work with prior publications and papers.

e-mail etiquette

Please remember that e-mail should be treated with the same care and respect that you would a face-to-face interaction. Compose e-mail carefully, using a pertinent subject line, an appropriate greeting and a concise message, without spelling or grammatical errors. I will attempt to return all e-mail promptly, within two business days. Messages received after 8 p.m. will not be addressed until the following day. Please note that I may not always respond to questions when the information is readily available in the syllabus, on BBLearn or an assignment sheet.

assignment formatting

All written assignments (except in-class or online activities) must be typed AND stapled or they will be not accepted. Seriously. No staple = no points. Proper grammar, correct spelling and articulate writing style are imperative. Assignments neglecting these elements will receive lower grades as a result. Specific formatting requirements for many assignments includes: **one-inch margins**, double-spacing and 12-point Times New Roman or Garamond font. Please also include a single-spaced header for each assignment that includes your name, the date, the class and section number, and the assignment on the right-hand margin. APA style will be used for references and formal papers.

Straight A. Student
January 26, 2016
CMST 331, Section 3
Homework #1

on figuring out "what she wants"

Every semester, I overhear students discussing "what she wants" on homework and papers, or "what she REALLY wants," as opposed to what's written on assignment sheets. Please know that I spend a significant amount of time developing assignment directions with purpose statements, learning goals, grading rubrics, etc. that spell out the basics of what I'd like to see you accomplish.

What I *really* want is for you to take that structure and then do your **best work**. Be creative. Think hard. Write drafts and re-write. Care about your work because putting in time and attention will help you think better and learn more overall. Worry less about "getting it right" because there are many ways to accomplish the same assignment and all of them may be just fine, if they also meet the minimum requirements (read: the assignment sheet). Be confident and have fun. I'm already looking forward to reading your ideas.

cmst 331 assignments & evaluations

Throughout the semester, you will have a number of opportunities to demonstrate your understanding of org comm concepts. Along the way, you can earn up to 1,000 points, which are distributed across the assignments listed below. Detailed criteria and requirements will accompany each assignment.

Quizzes & Writing/APA Exercises130 points
Periodically, you will have brief assignments regarding writing and APA style, due either online or hard copy.

Participation & Professionalism100 points
Active and meaningful participation is critical for high quality learning environments. In a small discussion based course like ours, it's critical that everyone act professionally and contribute meaningfully in order to have the best learning experience possible. Therefore, you will be subjectively evaluated on your professionalism in and out of the classroom. Professionalism is demonstrated through clear preparation (reading in advance, bringing materials/books to class), effective verbal and non-verbal communication, staying on task, arriving on time, avoiding unnecessary disruptions, asking insightful questions, contributing appropriate comments based upon clear knowledge of class materials, coming to office hours, professional e-mail communication, etc. (For more detailed information, see "The Process of Teaching & Learning," and "Classroom Conduct & Behavior" on page 2.) Participation will be assessed mid-semester (40 points), and at the end of term (60 points). Excellent grades in this category are earned by those who consistently demonstrate respect, professionalism, and leadership in and out of the classroom.

APA Exam125 points
This exam will assess your understanding of APA style & how to properly read and write about scholarship.

"Research in the Wild" baseline paper50 points
After reading a news or magazine piece that features findings from an academic research article and comparing it with the actual research, you will write a 2-page analysis and reflection.

"They Say" Research Report 100 points
In 2-3 pages, you will accurately explain the meaning and significance of an assigned scholarly article.

"Show Me" Infographic 150 points
You will construct a visual argument about a communication topic using at least 3 scholarly articles. Brief presentations will be included.

"I say" Research-based argument225 points
In 6-7 pages, you will develop a professional quality resarch paper that presents a clear, thoughtful and well-researched argument addressing a significant problem related to communication studies. You will present the results of your research during the final exam period. Project also includes several milestone assignments such as a topic justification, planning form, annotated bibliography, outline, advanced draft. So fun!

Peer Reviews (3 review sessions, 40 points each)120 points
For each paper/project (except for "Research in the Wild"), you will participate in formal peer reviews. Peer reviews cannot be made up and are not accepted late.

cmst 331 policies & requirements

grading perspectives

Grades are part of the teaching and learning process. Keep in mind that you earn your grade based on how well your work meets class objectives, fulfills requirements and reflects the academic skills expected of college students. Grades are not assigned based upon effort. It is your responsibility to understand why you have achieved a certain grade and what steps can maintain or improve your grade (see “Grading Questions” below and “Grading Standards” on page 7).

returned assignments

I will do my best to return regular assignments to you seven days after you turn them in. Exams and papers may take up to two weeks. Grades will be posted to BBLearn. Please make sure the score on your homework matches the score recorded on Blackboard. If it doesn't, you must bring me the hard copy with handwritten score. It is in your best interest to keep ALL assignments until the semester ends in case there is an error in the online grade book.

grading scale

94% +.....A	88% - 89%.....B+	78% - 79%.....C+	68% - 69%.....D+	< 60%.....F
90% - 93%.....A-	84% - 87%.....B	74% - 77%.....C	64% - 67%.....D	
	80% - 83%.....B-	70% - 73%.....C-	60% - 63%.....D-	

grading questions

If you have questions about a grade or evaluation, I am more than happy to speak with you. You will never, ever, ever have a grade lowered because you raise concern or voice an inquiry about it. It is ALWAYS in your best interest to talk with me and ask how something was graded or what could be done to improve scores next time around (See “Grading Standards” for more information).

Please note, however, I will not discuss grades for an assignment on the day I hand it back to you, nor will I discuss individual grades in the classroom or by email. All such discussions will take place in my office at least one day after the grade has been received. This is to give you time to read the comments/evaluation. If you wish to contest a grade, write out your argument clearly, concisely and completely, and bring it with you to the meeting. **You have seven days to contest a grade from the time the assignment was handed back.**

*** If you are concerned about your achievement in the course, please speak to me early and often. There is not much I can do to help when the semester is over! ***

an aside

As this is an upper division course, much of the discussion and activities will be centered around your questions, observations and contributions. As seasoned college students towards the end of your undergraduate education, it is expected that your work be polished and thought-provoking, and that you consistently engage with the material and assignments.

cmst 331 grading standards

A: Outstanding – Original, appropriate criticism of course concepts

“A” work constitutes superior handling of the mechanical and conceptual material covered in class. Not only will “A” work synthesize and interact with the ideas and materials covered, but it will also show some originality of thought, an unusual degree of clarity in expression, and an ability to contextualize ideas, explore implications, and/or raise meaningful questions. “A” serves as a reward for superior presentation of extremely diligent consideration given to conceptually complex work. Such quality of work is achievable, but it is not common.

B: Very Good – Thorough, appropriate synthesis of course concepts

“B” work is marked by a timely completion of the assignment, demonstrating not only a grasp of the material under consideration, but the ability to synthesize and interact with that material, rather than simply repeat it. “B” work goes beyond minimum requirements outlined in the assignment, but not in a disorganized or rambling manner. Not every attempt to go beyond the minimum requirements will succeed. The grade of “B” represents work that is above average, having succeeded by surpassing the standard requirements in the quality of the finished product.

C: Adequate – Solid comprehension of course concepts

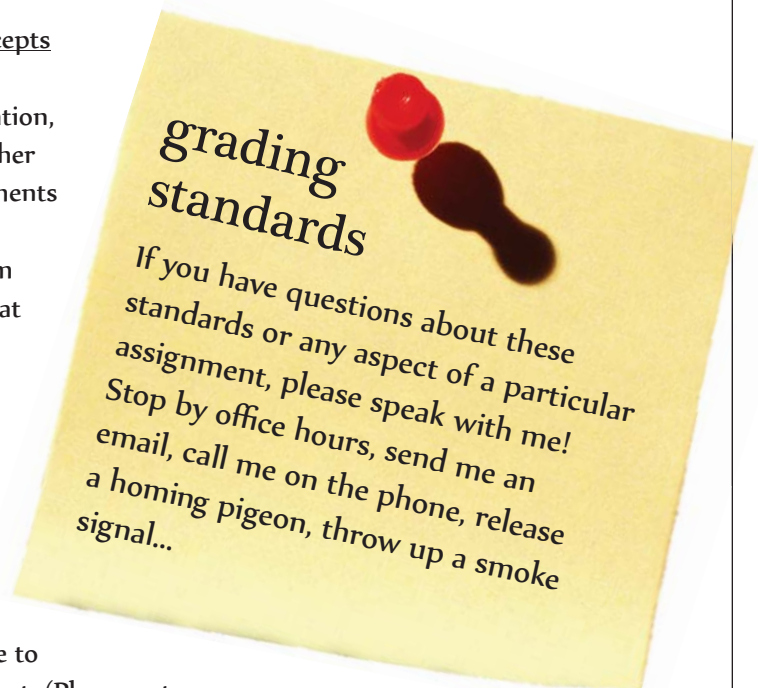
“C” work is marked by timely completion of the assignment, demonstrating a solid grasp of the material. “C” is the standard grade and all assignments are made with this in mind. Assume that fulfilling all aspects of the assignment well will result in a C. If you are looking for a grade higher than this, you will have to go beyond the minimum requirements outlined in the assignment. (Please note, that “going beyond” the minimum does NOT generally entail things like fancy cover sheets, colored fonts, or exceeding the assigned length of the assignment. “Going beyond” almost always applies to the conceptual concerns of the course, fine tuning clarity of expression, etc.)

D: Poor – Lack of understanding/Assignment does not meet most requirements

“D” is given for work that meets the requirements established, but demonstrates serious flaws either in conceptual formation or mechanical limits. “D” work could be seen in, for example, a good idea expressed very poorly or, conversely, a well-written paper that actually says nothing. “D” work: requires major revision; strays from or confuses audience and purpose; lacks substantive development; is overly generalized or uses facts that have questionable credibility; is formatted or designed in a way that is confusing or misleading; demonstrates an inconsistent or sometimes muddled style; demonstrates unsatisfactory mastery of standard written English where required.

F: Fails – Does Not Meet Assignment Requirements

“F” is given for an assignment that fails to meet the mechanical or conceptual requirements of university work. Mechanical requirements would be matters such as turn-in times, length of assignment, grammatical concerns, focus of assignment, etc. Conceptual matters would revolve around the comprehension of ideas and relationships between ideas. “F” work: fails to meet most of the stated assignment requirements; lacks focus on a subject or appropriate audience; includes unsatisfactory format; includes content that is weak, poorly developed, inadequate; lacks logical connections between ideas, sentences, paragraphs; lacks consistency in style and tone; demonstrates habitually poor writing skills where required.



cmst 331 resources

violence, discrimination & sexual assault support services

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, etc. If you or someone you know has been harassed or assaulted, you can find the appropriate resources via Safe Place (<http://www.csuchico.edu/safeplace/index.shtml>; 530.898.3030).

As an instructor, one of my responsibilities is to help create a safe learning environment. I hope you feel able to share life experiences in classroom discussions, in your written work, and in our one-on-one meetings. However, I also have a mandatory reporting responsibility regarding sexual misconduct. This means, I will seek to keep information you share private to the greatest extent possible but I am required to report sexual misconduct with the university. For completely confidential resources, please speak with the Counseling and Wellness Center or Safe Place.

More information about Title IX: <http://www.csuchico.edu/title-ix/>

Counseling and Wellness Center: <http://www.csuchico.edu/counseling/index.shtml>; 530.898.6345

Student Health Services <http://www.csuchico.edu/shs/index.shtml>; 530.898.5241

writing/learning resources

If you need help with your writing or study skills, please visit the Student Learning Center. Students can sign up for tutoring, workshops, and other services. For more info, call 530.898.6839 or visit <http://www.csuchico.edu/slc/>

unique academic needs/disabilities

If you have a disability or unique academic need and require assistance, please inform me as soon as possible so that I may accommodate you. You will need to provide disability documentation to the Accessibility Resource Center, Student Services Center, 170. Please visit their web site at: <http://www.csuchico.edu/arc/> or call 530.898.5959.

student support services

Various services are available on campus to support to your academic career, including counseling, tutoring and career advising. Visit the Student Support Services site at: <http://www.csuchico.edu/admissions/student-support.shtml>

library databases

A multitude of periodical databases are available via the library web site to help you with your academic career. You will find "Communication & Mass Media Complete" especially helpful for any Communication Studies courses you take (especially this one!). Visit: <http://library.calstate.edu/chico/databases/subject/communication-studies>.

incompletes

Incompletes will only be considered due to an extreme personal situation. In that case, you must provide a compelling reason and substantive documentation that justifies an incomplete grade, as well as a concise plan and time-line for completing the course. I will then determine if your situation meets the requirements for an incomplete grade.

feedback

Throughout the semester you will have many opportunities to provide feedback about the course. I always welcome student input and realize if we wait until the end of the semester during university evaluations, I cannot make changes that will help you. So, please share your suggestions and concerns with me in an open and constructive manner *during* the semester whether in class, privately during office hours, via e-mail or anonymously.

cmst 331 tentative course calendar*

wk	date	topic for class	reading due	assignment due at the START of class
1	T 1/26	Introductions	Syllabus	
	TR 1/28	Good Writing. Communication Ethics. Academic Integrity. Talk about "Research in the Wild" paper.	The Role of Writing (online) How to Avoid Plagiarism (online)	Syllabus quiz
2	T 2/2	How to read scholarly articles How to write summaries	Reading Scholarship (online) Start They Say/I Say Writing Summaries (online)	Academic Integrity Assignment and Pledge Due
	TR 2/4	Wordiness & Writing Style Thesis & Paragraph Development Talk about "They Say" paper	Writing Style (online) Thesis & Paragraph Development (online)	"Research in the Wild" paper due via Turnitin AND hard copy
3	T 2/9	Audience & Purpose Intros & Conclusions	Audience (online) Intros & Conclusions (online)	
	TR 2/11	Integrating sources & Avoiding Plagiarism	Quotations & Plagiarism (online) Evaluating Print Sources (online)	
4	T 2/16	Conducting Scholarly Research	Conducting Scholarly Research (online)	
	TR 2/18	Conducting Scholarly Research	Peer Review for "They Say" Paper	"They Say" draft due via Turnitin AND hard copy--3 copies
5	T 2/23	Building a Written Argument	Argument & Persuasion (online) Developing Arguments (online)	Peer Responses due in class--2 hard copies
	TR 2/25	Building a Written Argument	Lynch's Kitchen Antics (Online) Tracy's Becoming a Character for Commerce (Online)	
6	T 3/1	Guide to Avoiding Plagiarism Plagiarism (UNC writing ctr)	APA 101 (online)	"They Say" Paper due online via Turnitin AND hard copy
	TR 3/3	Talk about "Show Me" infographic assignment & "I Say" paper		
7	T 3/8	APA Fun Times Begin Formatting, formatting, formatting All Things APA	Miller's Compassionate Communication at work (Online)	BRING YOUR APA BOOK TO CLASS "Show Me" and "I say" topic due
	TR 3/10	All Things APA	VIRTUAL CLASS--Check BBLearn!	Topics and "They Say" Paper Reflection Due on BBlearn

* I reserve the right to update or change portions of this syllabus in order to make the class a better experience for everyone. You are invited to make suggestions at any time. Any changes will be posted to BBLearn.

cmst 331 tentative course calendar*

wk	date	topic for class	reading due	assignment due at the START of class
8	3/14-3/18	SPRING BREAK!!	No class	
9	T 3/22	Library Workshop	Meet at the library!	Meet in MLIB 226
	TR 3/24	All Things APA	APA Materials (book/online)	VIRTUAL CLASS
10	T 3/29	All Things APA	BRING YOUR APA BOOKS	"Show Me" infographic drafts due
	TR 3/31	Cesar Chavez Day		No class! **"Show Me" Peer Reviews Due by 5 p.m. April 1 online**
11	T 4/5	Show me the research!	BRING YOUR APA BOOKS	Infographics Due/Presentations APA Practice Homework Due
	TR 4/7	APA Olympics!		"I say" Annotated Bibliography Due
12	T 4/12	APA Exam	APA Exam	
	TR 4/14	Writing as Craft and Art	Lamott's "Shitty First Drafts"; Rambo Ronai (Online); Tillman, A secret Life (Online) Boylorn's "Gray or for colored girls who are tired of chasing rainbows" (Online)	"I say" Full Sentence Outline Due
13	T 4/19	Revising Drafts	Revising Drafts (Online)	"I say" ugly draft due in class, 1 copy
	TR 4/21		APA Formatting	Paper 3 Advanced Drafts due in class—3 copies AND via Turnitin.com

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cmst 331 tentative course calendar*

wk	date	topic for class	reading due	assignment due at the START of class
14	T 4/26 TR 4/28	Communication Scholarship	TBA	APA Quiz Peer Review responses due in class, 2 copies
15	T 5/3 TR 5/5	Writing Workshop & Improvement Plans Writing Workshop		Revised Advanced Draft Due—3 copies
16	T 5/10 TR 5/12	“I say” Paper one-on-one Meetings “I say” Paper one-on-one Meetings		Sign-ups for 5-minute appointment slots will take place the week prior. Plan to bring your polished advanced draft, along with your Writing Improvement Plan and any questions. Meetings will happen in our normal classroom. You are not required to attend class except for your assigned appointment time, however you are STRONGLY encouraged to come to class and use the time to edit/revise.
17	TR 5/19	Final Presentations (& Party) 2-3:50 (note different time!)		“I say” Final Draft Due in Hard Copy AND via Turnitin.com by 2 p.m.

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