

Theories of Speech Communication / CM ST 5100

Professor Brad Hall
Office Hours: M & W 2:15-3:15 & by appointment
(Or just drop by)

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General Course Overview

Welcome to Theories of Communication. The philosopher Kurt Lewin argued that “there is nothing so practical as a good theory.” We all use a variety of informal theories of communication each day as we interact with each other. The theories we will study have simply been more formalized than the ones we typically use. Communication touches on many parts of our lives, so the theories we study will do the same. This course is designed to build on the wide variety of communication knowledge you bring to the class in a way that makes these theories usable for you in everyday life. Some of the theories will be familiar to you from previous coursework; others may be completely new. Because this course covers so many different situations and theories to address these situations, it will necessarily be quick moving and broad in nature; however, the primary goal is to help you learn a subset of these theories well enough that you can use them in making sense of your own experiences and meeting your goals in life. This course assumes that you are an experienced and committed student of communication. Part of this course is designed to get you thinking about what you have learned throughout your program of study in communication and will involve going back to concepts covered in the past.

Course Goals

1. Increase and bring into greater focus your understanding of **A:** Communication Studies as a discipline of study; **B:** the practical implication of communication theory across a wide range of human activity.
2. Refine your ability to **A:** articulate what you have learned in the Communication Studies program; and **B:** to communicate potentially complex ideas to others in clear and engaging ways.

Required Text

Applying Communication Theory for Professional Life (2nd edition) by Marianne Dainton and Elaine Zelley. LA: Sage Publishing, 2011.

Excerpts from the *Encyclopedia of Communication Theory*, edited by Stephen Littlejohn and Karen Foss. LA: Sage Publishing, 2009 (E). Other sources will be e-mailed to you.

Optional Recommended Resource Text

A First Look at Communication Theory (8th edition), by Em Griffin. Boston: McGraw Hill, 2011. (G)

Grading

Four Exams	= 160 points (40 points each)
Four Application Papers	= 80 points (20 points each)
What I Have Learned Paper (2 parts)	= 70 points (30 points on part 1 and 40 points on part 2)
Theory Teaching (60 minutes)	= 50 points
Final Interview	= 10 points
Participation	= 30 points (5 of these points come from participation in

the

LPCS Student Research Symposium)

Total = 400 points

Why do I require:

Exams? To encourage a focused review of core concepts and to develop the ability to remember and provide examples of core concepts when faced with situations that require on-the-spot communication.

Papers? To encourage a deeper reflection about how core communication concepts connect to each other and to your life and to help you to refine your ability to communicate effectively in writing.

Presentations? To allow the demonstration and development of oral skills in creating and delivering communication messages to a specific audience.

Participation? To take advantage of the synergies and serendipities which arise from direct engagement with others and to contribute to the growth of relationships.

End of semester grades will be assigned based upon the following percentages of the total number of points:

A	= 93 - 100%	B	= 83 - 86%	C	= 73 - 76%	D	= 60 - 64%
A-	= 90 - 92%	B-	= 80 - 82%	C-	= 70 - 72%	F	= 59% or less
B+	= 87 - 89%	C+	= 77 - 79%	D+	= 65 - 69%		
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** Regular attendance in a capstone course is expected. Anything over two absences for the semester will have a negative impact on your overall grade and five absences will result in an 'F' for the course.

** *Exams will be short answer in nature. They will only cover the material we have covered since the beginning of class or since the first exam. They are not cumulative.*

** Application papers are due at the first of class during the class period right after the theory you have written about is reviewed (there are six "review" days in the semester). Each paper covers one theory and you need to do at least one theory from each of the three areas covered in class (Persuasion/Social Influence, Group-Based Interaction, and Intra/Interpersonal Interaction). You may **not** do an application paper on the theory you do your presentation on. The papers should mainly be focused on making specific applications of the theory to your own life. These papers should demonstrate that you can use the theoretical concepts to think about life events in ways that illuminate the event and the theory. You may also briefly discuss your own perceptions of the key strengths and weaknesses of the theory. The length should be 3-4 pages.

** *What I have learned papers. The **first part (Due Jan. 22th)** of this paper is a review of your coursework in past communication courses. You need to select five specific concepts that you feel are particularly important. You may not use more than two concepts per course, so you must reference at least three CMST courses. Make sure each concept is clearly tied to a specific course. Each concept should be explained and illustrated through a specific case. In a way you are making a case for why these are such useful or important concepts or ideas. References for each concept (even if it is just from class notes) should be included. This portion will need to be at least six pages, one page for the introduction and conclusion and at least one page for each concept covered. The **second part (Due April 28th)** of this paper is to do any revisions I may have suggested on the first part and then add three items. The first is a sixth concept (to go along with the five covered in part one) based on something*

from this class; the second is a two plus page explanation of your personal theory of successful communication. It may address issues of what you feel are important to understand or be aware of in a given situation, what people should do to communicate in effective or appropriate ways, or what standards communication should be held to. Provide some context about what types of situations your theory is applicable to. The third is a one page "resume" summary of key skills or knowledge that you have obtained during your time as a CMST major.

** The teaching theory assignment is done as either a pair or a trio. You will be required to teach your assigned theory to the class. You will have 60 minutes. You need to have a lesson plan for the class sent to me at least five days before you teach (so if you teach on a Monday, it should be to me by the Wednesday before and if you teach on a Wednesday it should be to me on the Friday before you teach). The lesson plan should clearly indicate what your goals are for the class period and have an outline of how you will get there. In some cases I will have suggestions for you to consider. This class should demonstrate your ability to communicate challenging, but important concepts. This is a capstone course and I am looking for EXCELLENCE, not just the usual class presentations. You are communication majors demonstrating your ability in the capstone course and in my mind the bar is seriously raised for these presentations (typical B+ or "good" class presentations that we see so often should expect a C grade; however, I expect to see from each of you top-notch "A" presentations). You are responsible for a significant amount of class material and time. The class should be informative and engaging. I am very open to visiting with you about your ideas and plans in advance of the class.

** Your final interview will be in place of the final exam and will be tape-recorded. I will have some questions for you. The key will be that you know course concepts well enough that you can just talk to me about them in an accurate and clear manner without using notes.

** Included in the participation score is active participation in class discussions and activities as well as following through on requests for examples, doing the in-class reflection/question papers, and so forth. Five of the points come directly from your participation via attendance and/or presenting a paper at the LPCS student research symposium. There are two sessions on Friday, April 25, one at 4:00 pm and the other at 5:15 pm. You will need to either present a paper at or attend one of these sessions.

Students with Disabilities: *Students with ADA-documented impairments may be eligible for reasonable accommodations. Veterans may also be eligible for services. Accommodations are coordinated through DRC in Rm 101 of the University Inn, 7-2444 voice, 7-0740 TTY, or toll free at 1-800-259-2966. Please contact DRC as early as possible. Alternate format materials (Braille, large print or digital) are available with advance notice.*

Course Schedule

<u>Readings to be read by the day assigned</u>			<u>Chapter # or attachment</u>
Jan.	6	Introduction	
Jan.	8	Understanding and Evaluating Theories	1
Jan.	13	Researching Theories	2
Jan.	15	Promoting Learning	Bain
Jan.	20	MLK Jr Day, no class	
Jan.	22	What we have learned	Review of past CMST syllabi
Jan.	27	Symbolic Interactionism	Wood-1
Jan.	29	Review & Exam	

Persuasion - Social Influence

Feb.	3	Aristotelian Rhetoric	Anderson & Ross
Feb.	5	Dramatism	Wood-2
Feb.	10	Overview	
Feb.	12	Elaboration Likelihood Model	121-122, 126-131
Feb.	(18)	Agenda Setting Theory	161-162, 168-172
Feb.	19	Overview	
Feb.	24	Review & Exam	

Group-Based Interaction (culture, organizations)

Feb.	26	Ethnography of Communication (Speech Codes)	Philipsen, Coutu & Covarrubias
Mar.	3	Systems Perspective (Palo Alto/Interactional View)	77-84
Mar.	5	Overview	
Mar.	10-12	Spring Break	
Mar.	17	Critical Theory	99-100, 109-112
Mar.	19	Organizing Theory (Information Systems/ Organizing Process)	112-115
Mar.	24	Overview	
Mar.	26	Review & Exam	

Intra/Interpersonal Interaction

Mar.	31	Social Exchange/Penetration Theory	61-63
Apr.	2	Relational Dialectics Review	64-68
Apr.	7	Overview	
Apr.	9	Politeness (Face) Theory (Impression Management)	55-61
Apr.	14	Communication Privacy Management Theory	68-76
Apr.	16	Overview	
Apr.	21	Review & Exam	
Apr.	23	Interviews	
Apr.	28	Finals Week (part two of WIHL paper due) / Interview time (11:30 – 1:30)	

If the class as a whole has a response rate of 80% or above on the IDEA evaluation survey all students will get 2 additional points.