COMG 301: Introduction to Communicological Theories
“W” Writing Intensive Focus Designated Course
Fall 2014   MWF 10:30-11:20am   Gartley 114

Instructor: Jessica Gasiorek
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Office Hours: MW 10:30-11:30am and by appointment
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COURSE DESCRIPTION
This course introduces you to Communicology, the study of human communication processes, and to a range of well-known communication theories. We begin the course by talking about the creation and development of the Communication discipline, and where Communicology fits in it. We then discuss the components of theory, theory development, and theory critique. Lastly, we will undertake a survey of theoretical approaches in the Communication discipline. In this course, we will explore the relationship between research and theory, and you will begin to understand theory critique, construction, and extension. You will also learn recognize and be able to articulate the application of communication theories in your daily life.

COURSE GOALS
After completing this course, you should be able to:
- Understand the main paradigms of theory generation in human communication;
- Understand key concepts and theories in the Communication discipline;
- Apply the understanding of key concepts and theories in communication in a variety of contexts;
- Critically evaluate theories for relative usefulness;
- Demonstrate understanding of the relationship between theory and methodology.

COURSE TEXT

* Additional course readings and resources will be made available through the course website. You may elect to obtain an earlier edition of the textbook, but you will still be responsible for the information as presented in this most recent edition.

COURSE WEBSITE
You are expected to be familiar with Laulima (http://laulima.hawaii.edu/) for access to the course website. The website will provide you with the latest announcements, readings, resources, a discussion forum, and lecture slides. You are expected to regularly check the Laulima website. You must log in using your University of Hawai‘i username and password.
INTRODUCTION TO COMMUNICOLOGICAL THEORIES

COURSE POLICIES

**Attendance:** Attendance is very important to this class. The materials covered in class will include a significant amount of information that is not in the readings, so you will need to be present in order to get all the material that will be covered on the exams. We will also be having class discussions and activities to which you are expected to contribute, so your attendance is important for both your own and your classmates’ learning. If you miss class, you are responsible for any and all material covered, and assignments and announcements given.

**Late Work Policy:** To pass this class, you must complete all assignments. All assignments should be submitted via Laulima BEFORE class on the days indicated. Assignments turned in after the class meeting will be considered late. For each day an assignment is late, your grade will lose 10%, up to a total of 50%. Make-up exams will ONLY be allowed under extraordinary, documented circumstances. The instructor of the course should be notified immediately when such circumstances occur and either an alternative assignment or extension will be provided. If you are participating in a university-affiliated activity, you must make arrangements with the instructor prior to the absence.

**Academic Integrity:** Any student caught plagiarizing an assignment or cheating on an exam will receive a failing grade on the assignment or exam, and may be subject to further disciplinary action. Using someone else’s information in any way—their words, their ideas, or their explanations—without acknowledging them is considered plagiarism. This includes paraphrasing another person’s ideas without citing the source; copying information from the Internet, other students, or any kind of published material without citing the source; or submitting materials that you have written for another class without the permission of both courses’ instructors.

University of Hawai‘i’s Student Conduct Code covers these and other infractions in greater depth. You are expected to be familiar with the Student Conduct Code, which can be found at http://studentaffairs.manoa.hawaii.edu/policies/conduct_code/.

**Email Use:** You are responsible for checking your email account frequently and consistently to remain current with University communications. You are expected to monitor and manage your email storage quota to ensure that you are able to receive new messages. Please check your email every day to keep up to date on important correspondence related to this course.

I will respond to your emails within 48 hours. If I do not respond within 48 hours, please email me again—occasionally emails get caught in spam filters. Emails received after 6:00pm the night before an assignment is due may not receive a reply before the assignment needs to be submitted, so plan ahead and ask questions early.

**Students with Disabilities:** If you anticipate the need for reasonable accommodations to meet the requirements of this course, you are encouraged to contact the KOKUA Program on campus for information about their services. These services are free and confidential to University of Hawai‘i students. The KOKUA office is located in the Queen Lili‘uokalani Center for Student Services Building, Room 013. You can also call the KOKUA office at (808) 956-7511 or email the program at kokua@hawaii.edu. Please plan to meet with me by appointment or during office hours to discuss accommodations and how the course requirements and activities stated herein may influence your ability to participate fully.

**Office Hours:** Office hours are a resource for you. Please come by to discuss content from the course, ask questions about the field, or just say hello. If you cannot make the scheduled office hours but would like to talk with me individually, please send an email (gasiorek@hawaii.edu) and we can set up another time to meet.
INTRODUCTION TO COMMUNICOLOGICAL THEORIES
ASSIGNMENTS

Papers: COMG 301 is designed as a “W” Writing Intensive course. This means that this class adheres to the criteria of the Manoa Writing Program:
1. The course uses writing to promote the learning of course materials.
2. The course provides interaction between the professor and students while students do assigned writing.
3. Written assignments contribute significantly to each student’s course grade (at least 40%).
4. Students write at least 4,000 words (about 16 typed pages).
5. The course is limited to 20 students.

You are expected to write a series of papers for this course to foster your learning of the course materials.

1. Paper #1 (3-4 pages): The first paper asks you to describe the kind of researcher (i.e., qualitative vs. quantitative) you would be if you were to work in the field of Communication. In this paper, you will have to articulate your beliefs about the nature of knowledge, truth, and reality, and discuss what this implies for building theory and conducting research.

2. Papers #2 and #3 (4 pages each): The short papers will test your ability to tie communication theories to the world around you. Choose two of the following four options:
   a. Movie or television: Choose a scene or set of scenes from movie or television program you think is a good illustration of a communication theory discussed in class or in the text. Explain how/why this movie or television episode illustrates the theory.
   b. Book: Choose a passage or set of passages from a book (fiction or nonfiction acceptable) that exemplify a communication theory discussed in class or in the text. Explain how/why this book passage exemplifies the theory.
   c. Current event: Choose a current event that has been in news for which either the event or the reporting of the event exemplify a communication theory discussed in class or in the text. Explain how/why this event or its coverage exemplifies the theory.
   d. Personal experience: Choose a personal experience you have had that exemplifies a communication theory discussed in class or in the text. Explain how/why this experience exemplifies the theory.

3. Paper #4 (5-6 pages): For the final paper, you will be asked to critique a communication theory you learned about in class. In the critique, you will point out the strengths and the weaknesses/limitations of the theory, according to the criteria for evaluating theory that we cover in class and in Griffin’s text. After critiquing the theory, you will provide suggestions for how to improve the theory to address its weaknesses.

Additional information about each paper assignment will be posted on the course website. We will also discuss each assignment in class, as well as dedicate class time to discussing key aspects of writing (e.g., organizing a paper, structuring an argument, supporting an argument) as they relate to each assignment. Additional readings and resources related to writing will also be posted on the course website.

Papers will be graded as follows:
30% Mechanics, style, grammar, spelling
10% Proper use of APA style/citations
20% Organization
40% Content (as it relates to the course)

Note that more than half your grade reflects how the paper is written!
You will receive an initial grade on all of your papers. For any (or all) of the first three papers (but not the final paper), you may resubmit your paper, with corrections, to improve your grade. If you would like to resubmit your paper, you must do so within one (1) week of receiving it back. Your final grade for that paper will be the average of your initial grade and the grade on your resubmitted paper.

Presentation: You will need to make one presentation for this course. In it, you will present either Paper #2 or Paper #3 to the class. The five-minute presentation must include a review of the communication theory, a presentation of the situation you have chosen (e.g., television show, current event, etc.), and discuss the application of theory in the artifact. More information about the presentation will be available on the course website.

Exams: There are two (2) exams for this course, including the final exam. Each exam will be a combination of multiple choice and true/false questions.

Research Participation: The Department of Communicology uses the SONA system to manage opportunities for research participation. You will need to create an account at http://hawaii-communicology.sona-systems.com to participate in research. You are expected to participate in research projects conducted in the Department for this upper-division course. A total of 1.5 research credits (equivalent to 1.5 hours of study participation) is required for COMG 301.

Class Participation: Throughout the course, there will be in-class activities and discussions. You are expected to be present for these activities, and will get credit for materials completed and turned in during those classes. Class participation is worth a total of 40 points across the semester, and cannot be made up unless you have a documented excuse for not being in class on the day of the activity.
INTRODUCTION TO COMMUNICOCLOGICAL THEORIES
COURSE SCHEDULE
The following is a tentative list of topics for each week.

Week 1: Introduction to the Course
Reading: Griffin Chapter 1
• Review syllabus and course requirements
• The history of the communication discipline
• What is Communicology?
• What is theory?
• The role of theory in the communication discipline

Week 2: Evaluating and Critiquing Theory
[No class Monday 9/1 – Labor Day]
Reading: Griffin Chapters 2 & 3
• Types of theory: Objective vs. Interpretive
• Qualities of a “good” theory
• Critiquing theory

Week 3: Approaches to Theory
Reading: Griffin, Chapter 4
• Scientific process: Theory and research
• Methods Used to Test Theory
• Seven conceptual domains of communication theory defined

Week 4: Interpersonal and Nonverbal Communication
Reading: Griffin Chapters 7 and 8
Paper #1 due Wednesday 9/17
• Social Information Processing Theory (Crick & Dodge)
• Expectancy Violation Theory
• Constructivism

Week 5: Theories of Relational Development
Reading: Griffin Chapters 9 & 10
• Social Penetration Theory
• Social Exchange Theory
• Uncertainty Reduction Theory

Week 6: Theories of Relational Maintenance
Reading: Griffin Chapter 12
Paper #2 due Wednesday 10/8
• Theory of Motivated Information Management
• Relational Dialectics Theory
• Attachment Styles

Week 7: Conflict and Culture
Reading: Griffin Chapter 32
• Conflict Management Styles
• Individualism and Collectivism
• Face-Negotiation Theory
Week 8: Theories of Social Identity and Intergroup Relations
   Reading: Griffin Chapters 31
   • Social Identity Theory
   • Self-Categorization Theory
   • Communication Accommodation Theory

Week 9: Intergroup Relations; Persuasion and Social Influence Theories
   Midterm Exam – Wednesday 10/22
   • Intergroup Contact
   • Attitude-Behavior Relationship
   • Balance Theory

Week 10: Persuasion and Social Influence Theories
   Reading: Griffin Chapter 15 & 16
   • Social Judgment Theory
   • Elaboration Likelihood Model

Week 11: Persuasion and Social Influence Theories
   Reading: Griffin Chapter 17
   Paper #3 due Friday 10/31
   • Inoculation Theory
   • Cognitive Dissonance Theory
   • Psychological Reactance Theory

Week 12: Individual Presentations
   • Presentations of Paper #2 or #3 in class

Week 13: Theories of Mass Communication
   Reading: Griffin Chapters 29
   • Classic Theories of Mass Communication Research
   • Cultivation Theory
   • Social Learning and Social Cognitive Theory: Violence Research

Week 14: Theories of Mass Communication
   Reading: Griffin Chapter 30
   • Agenda Setting
   • Framing
   • [No class Friday 11/28: Thanksgiving Break]

Week 15: Theories of Communication Technologies
   Reading: Griffin Chapters 28 & 11
   • Uses and Gratifications
   • Social Information Processing (Walther)

Week 16: Theories of Communication Technologies and Course Wrap-Up
   Paper #4 due Monday 12/8
   • Hyperpersonal perspective
   • Warranting

Final Exam: Friday 12/19, 9:45-11:45am
INTRODUCTION TO COMMUNICOLOGICAL THEORIES
POINTS BREAKDOWN

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<tr>
<th>Course Assignments</th>
<th>Points Possible</th>
<th>Points Earned</th>
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Total Points Possible = **400**  Total Earned =

To calculate your grade at any given point, take the total points earned so far, divide by the total points possible, and multiply the resulting number by 100. This will give you a percentage.

For example, suppose you earned 44/50 on the first paper and 38/50 on the first exam.

44 + 38 = 82 out of 100 points so far. 82 divided by 100 = .82 x 100 = 82.0%.

**Final grades will be assigned on the following basis:**

A = 92.5-100%; A- = 89.5-92.4%
B+ = 86.5-89.4%; B = 82.5-86.4%; B- = 79.5-82.4%
C+ = 76.5-79.4%; C = 72.5-76.4%; C- = 69.5-72.4%
D+ = 66.5-69.4%; D = 62.5-66.4%; D- = 59.5-62.4%
F < 59.4%