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 to recognize and be able to articulate the application of communication theories in your daily life.

STUDENT LEARNING OUTCOMES

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 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, you will lose 5 points. 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.
Exams: There are three (3) exams for this course, including the final exam. Each exam will cover material from approximately one third of the course. Each exam is worth 100 points.

Papers (500 words each): There are two (2) short papers required for this course.
1. The first paper asks you to tie communication theories to the world around you. Choose one of the following three options:
   a. Movie or television show: Choose a movie or episode of a 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. Personal experience: Describe a personal experience that you have had that exemplifies a communication theory we have discussed in class or in the text. Explain how/why this experience illustrates the theory.

2. The second paper asks you 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.

Additional information about the paper assignment will be posted on the course website. Each paper is worth 60 points, and will be graded as follows:
- 20% Mechanics, style, grammar, spelling
- 10% Proper use of APA style/citations
- 20% Organization
- 50% Content (as it relates to the course)

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, for 15 points of course credit. If you are not 18 years old, and/or do not want to participate in research, you must email me for an alternative assignment.

Class Activities: 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 activities are worth a total of 65 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 COMMUNICOLOGICAL THEORIES
COURSE SCHEDULE
The following is a tentative list of topics for each week, and is subject to change.

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

Week 2: Philosophy of Science: Foundations of Theory
   Reading: Griffin Chapters 2 & 3
   • Philosophy of science
   • Foundations of theory
   • Assumptions underlying theory
   • Qualities of a “good” theory

Week 3: Theory, Methods, and the Scientific Process
   Reading: Griffin, Chapter 4
   • Critiquing theory
   • 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 & 8
   • Social Information Processing Theory (Crick & Dodge)
   • Expectancy Violation Theory
   • Constructivism

Week 5: Theories of Relational Development
   Reading: Griffin Chapter 9
   Tuesday 2/10: Exam #1
   • Social Penetration Theory
   • Social Exchange Theory

Week 6: Theories of Relational Development and Maintenance
   Reading: Griffin Chapter 10
   • Uncertainty Reduction Theory
   • Challenges to URT
   • Theory of Motivated Information Management

Week 7: Theories of Relational Maintenance; Conflict
   Reading: Griffin Chapter 12
   • Relational Dialectics Theory
   • Attachment Styles
   • Conflict Management Styles

Week 8: Theories of Culture and Social Identity
   Reading: Griffin Chapter 32
   • Social values approach to culture
• Face-Negotiation Theory
• Social Identity Theory
• Self-Categorization Theory

Week 9: Theories of Intergroup Relations
   Reading: Griffin Chapter 31
   • Communication Accommodation Theory
   • Intergroup Contact
   • Thursday 3/12: Exam #2

Week 10: Persuasion and Social Influence Theories
   Reading: Griffin Chapter 15
   • Attitude-Behavior Relationship
   • Balance Theory
   • Social Judgment Theory

Week 11: Persuasion and Social Influence Theories
   Reading: Griffin Chapter 16
   • Elaboration Likelihood Model
   • Inoculation Theory

Week 12: Persuasion and Social Influence Theories
   Reading: Griffin Chapter 17
   • Cognitive Dissonance Theory
   • Psychological Reactance Theory

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

Week 14: Theories of Mass Communication and Communication Technologies
   Reading: Griffin Chapters 28 & 30
   • Agenda Setting
   • Framing
   • Uses and Gratifications

Week 15: Theories of Communication Technologies
   Reading: Griffin Chapter 11
   • Social Information Processing (Walther)
   • Hyperpersonal perspective
   • Warranting

Week 16: Theories of Communication Technologies and Course Wrap-Up
   No reading for this week.
   • SIDE model

Exam #3: Tuesday, May 12, 2015 - 9:45-11:45am
## INTRODUCTION TO COMMUNICOLOGICAL THEORIES

### POINTS BREAKDOWN

<table>
<thead>
<tr>
<th>Course Assignments</th>
<th>Points Possible</th>
<th>Points Earned</th>
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<td>Paper 2</td>
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<td><strong>Total Points Possible</strong></td>
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<td><strong>Total Earned</strong></td>
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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 54/60 on the first paper and 82/100 on the first exam.

$$54 + 82 = 136 \text{ out of } 160 \text{ points so far. } 136 \div 160 = .85 \times 100 = 85.0\%.$$

**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 = 69.5-76.4%;
- D+ = 66.5-69.4%; D = 62.5-66.4%; D- = 59.5-62.4%;
- F < 59.4%