**SYLLABUS:**

**COMMUNICATION 1190-SURVEY OF COMMUNICATION STUDIES AND PRACTICE**

**FALL 2011**

Professor:

Telephone:

E-Mail:

Office Number:

Office Hours:

**I. Department/Secretary Telephone Numbers and E-Mail: Hobart Hall, Rom 102**

Mrs, Denise Decof

973-720-2167

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**II. Semester offered**

Fall and Spring Semesters

**III. ASSIGNMENTS:** Due to the nature of this course, no single textbook is required.

* Assigned readings for this course are available on Blackboard through the group COMM 1190-00 link.
* Content for assigned media projects can be downloaded from the group COMM 1190-00 link in Blackboard into your laptop for editing.
* **All students are required to have a 4-gigabyte USB flash drive for assignments.** Laptops are essential to this course and may be required for use in the classroom.
* **Blackboard:** A master resource folder has been set up for all group assignments:
	1. COAC—COMM 1190-00. This site is available to all COMM 1190 students and instructors. All group assignments, readings, and the group syllabus will be posted on this site.
	2. All students in all sections of COMM 1190, along with instructors, can view this site, and use the discussion boards. In addition, there are individual blackboard sites corresponding to the respective Comm 1190 sections which your instructors will discuss with you.

**IV. COURSE DESCRIPTION:** This course offers students the opportunity to learn about the fields of communication as they determine their major area of study.

**V. COURSE OBJECTIVES:**

The primary goal of the course is to introduce students to each communication discipline by providing an overview, to offer lectures/discussions by faculty in each area and to guide discussions, research and writing assignments about each area. Specifically, course objectives are to:

- Present information relating to all fields of communication that students can study at WPU.

- Introduce full time faculty from each area to students.

- Help students establish an understanding of how each area connects and distinguish themselves as communication arts reflective of cultures.

- Suggest learning and career pathways open to students as they pursue each discipline.

- Provide an online component for students to engage in and reflect upon both the theoretical and applied realms of communication within a virtual community environment.

- Provide the students with the opportunity to finalize/select their major concentration.

- Provide students the opportunity to self assess their competence in their selected major and to be able to periodically re-assess their own progress.

**VI. STUDENT LEARNING OUTCOMES:** Upon successful completion of this course, students will be able to:

- Choose and declare which major(s) and/or minors of study within the Communication department they want to pursue.

- Know full time faculty members from each of the disciplines as academic mentors and distinguished practitioners.

- Discuss and write about the fields of communication as they interrelate and as they distinguish themselves.

- Realistically assess the skills they will need to develop during their studies in order to succeed in their chosen area(s) of communication through a self defined learning plan.

-Develop a working knowledge of basic skills in video and audio digital editing, blogs; discussion boards and complete other forms of online assignments to further writing-to-learn opportunities.

**VII. ATTENDANCE:**

* In a double class session one absence is the equivalent of two missed regular classes.
* ***\*\*\*Students who miss more than two classes will automatically fail the course\*\*\****
* Students will be marked absent for the entire class if they do not attend the full session.

**VIII. GRADING**

30% Tumblr written assignments

20% Group written assignments (Press Release, Student Internship Interview)

50% Final Projects:

* Learning Portfolio: Written: 25%
* Oral Presentation of Portfolio: 10%
* Final Media Project (video or audio): 15%

**NOTICE: CELL PHONES ARE NOT TO BE USED IN CLASS. PLEASE TURN THEM OFF DURING CLASS TIME. LAPTOP COMPUTERS ARE TO BE CLOSED UNLESS YOU’RE SPECIFICALLY REQUESTED TO USE ONE.** Answering or text messaging during class is disruptive and discourteous. Leaving class to answer a call is inappropriate.

**IX. COURSE EXPECTATIONS AND REQUIREMENTS FOR WRITTEN WORK**

**A.** Due to the nature of this course and this major, in class activities, presentations and discussions cannot be made up.

**B.** **Weekly reading assignments are required**. Students should be prepared to discuss all readings in class. Application of study materials to quizzes, tests (announced or unannounced), written assignments, class discussions is expected.

**C.** Always follow the guidelines for paper preparation and submission of an accepted style manual (for this class APA is the required format) which can be located in the library or on line on the master blackboard site (COAC-COMM 1190-00)

* **Handwritten papers will not be accepted.** Written work will be evaluated for proper style, content, clarity of ideas, completeness, organization, demonstrated understanding of topic and creativity.
* Always keep a hard copy of all assignments submitted. If an assignment is lost, regardless of fault, it is the student’s responsibility to provide a second copy for credit. P.S. hard copies may be more secure than your hard drive.

**D.** According to the university’s ACADEMIC INTEGRITY POLICY, any evidence of plagiarism in student’s work will result in automatic failure in this course. This includes but is not limited to copied or purchased papers from the internet or from companies/individuals, or from readings supplied in class.

As outlined above most sessions will focus on specific areas of study within the department of Communication. Numerous faculty members will address each session. Assignments (readings, writing assignments and discussions) will accompany each session.

Please contact your professor early in the semester regarding specialized learning needs, tutoring, academic support services and/or referrals to each.

**PLAGIARISM**

The issue of plagiarism, taking someone else's ideas or words and presenting them as your own, is a very serious one. \*\*\***Should a student engage in plagiarism within any assignment, they will receive an immediate "F" for the class.\*\*\*** Students need to avoid plagiarism in written and oral work, and as this class requires the production of media and audio files, should also not submit a media file that has been created by someone else.

You should:

• Consider a variety of sources critically, not just one source.

• Use your own words and sentence structures as you discover your own style.

• Give proper credit by referring to sources adequately, especially when paraphrasing other people's illustrations and outlines.

**Plagiarism is defined as:**

1. Using another's language, work, ideas or other original material without giving proper credit to the original source, whether done accidentally or on purpose. It includes written work, ideas, graphs, artwork, music, maps, statistics, diagrams, scientific data, software, films, videos and the like. It includes work from published or unpublished sources, including the Internet.

2. Attempting to blur the line between one's own ideas or words and those taken from another source. Even if only bits and pieces of outside sources are used or if published work is rewritten, it still constitutes plagiarism unless the source is adequately cited and all quoted materials are enclosed in quotation marks.

3. Carelessly or inadequately citing ideas or words from another source.

4. Having another person complete a written or other classroom assignment and submitting that work as one's own, such as through the use of "paper mill" Web sites or having another person ghostwrite the assignment. It does not matter if ideas are stolen, bought, or downloaded from the Internet or written by someone else, it still constitutes plagiarism.

5. Using a paper, work, or assignment from a previous class, whether at William Paterson University or not, and submitting that work as a new assignment, unless otherwise authorized by the faculty member.

**DETAILED CLASS SCHEDULE**

 **NOTE: ATTENDANCE WILL BE TAKEN AT THE START OF EVERY CLASS. WHEN CLASSES BEGIN IN THE MARTINI ROOM, THE SECTIONS ARE TO BE DIVIDED BY SITTING ON THE LEFT AND RIGHT HAND SIDES TO SIMPLIFY ATTENDANCE TAKING.**

**(9/12) WEEK 1: Orientation and introduction to class**

NOTE: This class starts in the classroom and then moves to the Martini Room after 30 minutes.

**30 mins (Classroom):** Course overview of Comm 1190 – expectations of group work and individual work due during the semester.

**15 mins (Martini)**: Course intro and overview of the syllabus and requirements for the semester (in classroom). A walkthrough of creating a Tumblr account, and how to install Audacity (after class please do this at home and come to class with it completed for week #2).

 **1 hour 45 mins**: Group activities in Martini Room:

**Exercise 1: Real-World Plane Crash Survival Scenario (30 minutes)**

*“You and your companions have just survived the crash of a small plane. Both the pilot and co-pilot were killed in the crash. It is mid-January, and you are in Northern Canada. The daily temperature is 25 below zero, and the night time temperature is 40 below zero. There is snow on the ground, and the countryside is wooded with several creeks criss-crossing the area. The nearest town is 20 miles away. You are all dressed in city clothes appropriate for a business meeting. Your group of survivors managed to salvage the following items and must decide how to use them in order to survive….”*

This exercise was created by Mark Wanvig, instructor in survival training for the Reconnaissance School of the 101st Division of the U.S. Army. This exact survival simulation game is used in military training classrooms. This exercise is designed to compel group communication and cooperation and also provides insights into who are the natural leaders of each group. ½ hr. **Each section is divided into four groups, which will remain intact until the end of semester.**

**<<<BREAK>>>**

**1 hr screening, followed by group discussion (15 minutes):** *The Most Hated Family in America* is a 2007 BBC documentary film written and presented by Louis Theroux about the family at the core of the Westboro Baptist Church. The organization is led by Fred Phelps and located in Topeka, Kansas. Church members believe that the United States government is immoral due to its tolerance of homosexuality, and they protest at funerals of U.S. military killed in action with signs that display text such as "God Hates Fags" and "Thank God for Dead Soldiers". With a BBC film crew, Theroux traveled to Kansas to spend time with members of the church and interview its leadership. This documentary raises important questions about the impact of their media coverage of such a controversial group. Group discussion will focus on the role of the media when covering extreme or controversial content. **ASSIGNMENTS:**

* **ASSIGNMENT FOR WEEK 2 (9/19): Create Tumblr Account and post link to it on Blackboard**
* **Download & Install Audacity, and play online Audacity video tutorial in preparation for next week (9/19)**
* **Do assigned Blackboard reading for Week 2’s lecture on Journalism.**

 **(9/19) WEEK 2: Journalism #1 (Professor Birge)**

NOTE: This class starts in the Martini Room and remains there for the entire duration.

**45 Mins:** Lecture, “The Basics of Journalism” by Professor Elizabeth Birge, Chair of the Communication Department.
**1/2 hour :** Group work and discussion directly responding to the lecture
**<<<BREAK>>>**
**1/2 hour:** Training Session: Using Tumblr for Comm. 119 and how to post assignments on Tumblr (Birge).
**1/2 hour:** Audacity Training by Risa Pappas.

**ASSIGNMENTS:**

* **ASSIGNMENT DUE WEEK 3 (9/26): Audio editing assignment due by week 3, to be uploaded into your Tumblr page.**
* **Tumblr blog assignment: ‘My five most favorite possessions are…’ to be posted by week 3.**
* **Review the video editing tutorial on Blackboard, so that you can better follow along the training session in how to use Windows Movie Maker and iMovie in week #3.**

\*\*\*Please note: if you need help either in audio or video homework assignments, you can go to the HELP area in Hobart, and ask for some support, or you can go to the Atrium and ask a student tech aide for Help\*\*\*

 **(9/26) WEEK 3: Journalism #2**
NOTE: This class starts in the Martini Room and remains there for the entire duration.

**1 hour:** Guest Speaker, “How Journalists Write” by local Patch editor, examining real journalism stories written about local news events. Group work and discussion directly responding to the lecture included in this time.
**45 mins:** “Unsettling Accounts” video – exploring the relationship between journalists and corporations.
**<<<BREAK>>>**
**45 mins:** Training Session: Using Windows Movie Maker and iMovie and how to post video assignments on Tumblr by Colleen Lubisco.

**ASSIGNMENTS:**

* **ASSIGNMENT FOR WEEK 5 (10/3): Video editing assignment due by week 5 (10/10) to be uploaded into Tumblr.**
* **Do assigned Blackboard reading for Week 4’s lecture on Media Production (TV)**

 **(10/3) WEEK 4: Media Production #1 & Broadcast Journalism: Television (Professor Rhodes & Hebert)**
NOTE: This class starts in the classroom and then moves to the Martini Room.

**15 minutes:** Class time. Reviewing assignments, asking questions and assistance from the professor. Move to the Martini Room.
**1/2 hour:** Lecture: “Introduction to broadcast journalism” by faculty (Professor Rhodes) and possible tour of the television station. (Martini Room)
**<<<BREAK>>>**
**1/2 hour:** Lecture: “The reality of working in television in 2011 – a professional’s perspective” presented by Scott Hebert who has worked with HBO, Cinemax, CBS News, NBC, VH1, Showtime, Nickelodeon & Comedy Central.
**1/2 hour:** Group work and discussion directly responding to the lecture.
**1/2 hour:** Additional training for Windows Movie Maker and iMovie if required/requested by the class. Further assistance with the video assignment due in Week 5 also available.

**ASSIGNMENTS:**

* **REMINDER ASSIGNMENT FOR WEEK 5 (10/10): Video editing assignment due by week 5 (10/10) to be uploaded into Tumblr.**
* **Do assigned Blackboard reading for Week 5’s lecture on Media Production (Radio/Audio)**

 **(10/10) WEEK 5: Media Production #2: Audio & Radio (Professor Quicke & Millar)**

NOTE: This class starts in the Martini Room and then moves back into the classroom after 90 minutes.

**1 hour:** Lecture: “Introduction to Media Production – focusing on audio & radio” (Martini Room) by Dr. Quicke & radio professional Kathy Millar
**1/2 hour:** Group work and discussion directly responding to the lecture, also identifying SFX audio clips in 3 different movie clips.
**<<<BREAK>>>**
**1 hour:** Classroom playback of Oil Spill Video Stories and additional group discussion about the process and lessons of editing video to create media content.

 **(10/17) WEEK 6: MID-SEMESTER RECAP**
NOTE: This class starts in the classroom and stays there for the entire duration of the class

**1/2 hour:** Recaps of the semester so far, questions and discussions with professor
**1/2 hour:** Lecture: “Introduction to Learning Plans: What You Need to Know” lecture by professor.
**<<<BREAK>>>**
**1.5 hours:** Lecture: “Resumes, Cover Letters and Employment Research: The Do’s & Don’ts” followed by group discussion.

**ASSIGNMENTS:**

* **ASSIGNMENT FOR WEEK 7 (10/24): Create resume and cover letter to potential employer (post on Blackboard).**
* **Do assigned Blackboard reading for Week 7’s lecture (10/24) on Public Relations (including reviewing the process of how to write a press release).**

 **(10/24) WEEK 7: Public Relations (Professor Brown)**NOTE: This class starts in the Martini Room and remains there for the entire duration.

 **1 hr:** Lecture: “Introduction to the world of Public Relations” by Professor Brown
**1/2 hr:** Guest Speakers from a Campus Organization (Wellness Center, Shea Center, Child Development Center, Communication Disorders, etc). One speaker per section, which means two speakers will appear in the Martini Room for 15 minutes each. Both sections will hear what the other section is doing.
**<<<BREAK>>>**

**ASSIGNMENT #4 for week 11: Create a press release, due Week 11 (11/21)** :*Your assignment is to write a press release that cleverly captures and communicates the core message of your client’s organization to their target audience and news media. Each section has four groups that will be competing to win the client’s selection as best press release. Only one group in each section can win. Every student in class is expected to write a press release, and then the four groups in each section will decide the best press release to represent on behalf of the group.***1 hr:** “INTERNSHIPS 101: OPENING THE DOOR FOR A REAL JOB” Presentation by junior and senior students who have completed several external internships and are back to share their lessons and secrets to success. Followed by Q&A with the students.

**ASSIGNMENTS:**

* **ASSIGNMENT for week 10: Create a press release, due Week 10 (11/14)**
* **Conduct an interview with a WPU student who has completed an internship and write up at least five questions and answers of that interview to hand in Week 8 as a hard copy (10/31).**
* **Do assigned Blackboard reading for Week 8 (10/31) lecture on Interpersonal communication**

**(10/31) WEEK 8: INTERPERSONAL (Professors Morganstern (11:00), Smith (2:00) and Ferris (6:00)**

NOTE: This class starts in the Martini Room and remains there for the entire duration.

**1 hour:** Lecture: “Introduction to Interpersonal Communication” by faculty professor
**1/2 hour:** Group work and discussion directly responding to the lecture
**<<<BREAK>>>**
**1 hour:** Group assignment on interpersonal communication.

**ASSIGNMENTS:**

* **Tumblr blog assignment: ‘Three places I want to visit before I die’ to be posted by week 9 (11/7).**
* **Do assigned Blackboard reading for Week 9 (11/7) lecture on Media Studies**

**(11/7) WEEK 9: MEDIA STUDIES & MEDIA LITERACY (Professors Bartone & Lee)**

NOTE: This class starts in the Martini Room and remains there for the entire duration.

**45 mins:** Lecture: “Media Literacy in 2011” by Dr. Joann Lee
**15 mins:** Group work and discussion directly responding to the lecture
**<<<BREAK>>>**
**1 hour:** Lecture: “Introduction to Media Studies” by Dr. Richard Bartone
**1/2 hour:** Group work and discussion directly responding to the lecture

**ASSIGNMENTS:**

* **Tumblr blog assignment: ‘Dead at 101: Write your own Obituary’ including the things you would like to have accomplished in life and how you would like to be remembered’ to be posted by week 10 (11/14).**
* **Do assigned Blackboard reading for Week 10 (11/14) lecture on Theatre & Drama**

 **(11/14) WEEK 10: THEATRE & DRAMA (Professors Beal & Stroppel)**

NOTE: This class starts in the Martini Room and remains there for the entire duration.

**1 hour:** Lecture: “Introduction to Theatre & Drama” by Professors Beal & Stroppel
**<<<BREAK>>>**
**1.5 hours:** Group exercises in improvisation and comedy to be judged by the faculty professor.

**ASSIGNMENTS:**

* **ASSIGNMENT FOR WEEK 11 (11/21): Conduct in-depth research on three ideal employers you would like to work for, with at least 3 paragraphs of information on each of the three companies (post to Tumblr).**
* **Do assigned Blackboard reading for Week 11 (11/21) lecture on Film**

**(11/21) WEEK 11: FILM**

NOTE: This class starts in the Martini Room and remains there for the entire duration.

**1 hour:** Lecture: “Introduction to Film Studies” by Professor Williams
**1/2 hour:** Group work and discussion directly responding to the lecture
**<<<BREAK>>>**
**1 hour: judging of Public Relations Press Release assignment by campus organization representatives.**

**ASSIGNMENTS:**

* **ASSIGNMENT FOR WEEK 12 (11/28): Learning Plan: Create a detailed academic plan of every class you intend to take for every remaining semester of your enrollment in college (post in Blackboard).**
* **Choose either final audio or video project and post to Tumblr by 11/28**
* **Write two page paper on where you’d like to see yourself five years after graduation and your thoughts about the Comm 1190 class, post to Blackboard by 11/28**
* **PREPARE FOR PRESENTATION OF LEARNING PLANS FROM WEEKS 12 ONWARDS!**

 **(11/28) WEEK 12: “LIFE IN THE REAL WORLD”**

NOTE: This class starts in the Martini Room but goes to the classroom after 1 hour.

**1 hour:** Welcome to a no holds-barred discussion with WPU alumni on their career paths and experiences after graduation and what lessons they have to share with you on life after college. (Martini)
**<<<BREAK>>>**
**1.5 hours: Classroom presentation of Learning Plans (classroom). Students are pre-selected for this week.**

 **(12/5) WEEK 13: “CARPER DIEM OR REGRET!”**

NOTE: This class starts in the Martini Room but goes to the classroom after 1 hour.

**1 hour:** Welcome to a discussion by student club representatives on the benefits of on-campus involvement. Expect to be surprised by all the options that you have on campus, especially the communication department.
**<<<BREAK>>>
1.5 hours: Classroom presentation of Learning Plans (classroom). Students are pre-selected for this week.**

**ASSIGNMENTS:**

* **Tumblr blog assignment: ‘Five Things I was surprised to learn about communication’** **to be posted by week 14 (12/12).**

 **(12/12) WEEK 14: “THE FINALE” (Professors Birge & Quicke)**
NOTE: This class starts in the classroom and stays there for the first 2 hours of class then moves to the Martin room.

**2 hours:** The final presentations of the student’s Learning Plans in the classroom. **Students are pre-selected for this week.
<<<BREAK>>>
1/2 hour: Final commissioning and class photo in the Martini Room.**

**Comm 119 Assignment Checklist (in chronological sequence)**

1. Create Tumblr account and post link on Blackboard - assigned 9/12 **(2% – Tumblr assignments are worth a total 30% of your final grade)**

2. My five most favorite possessions are… (Tumblr post) - assigned 9/19 **(2% - Tumblr assignments are worth a total 30% of your final grade)**

3. Audio exercise (Tumblr post) - assigned 9/26 **(10% - Tumblr assignments are worth a total 30% of your final grade)**

4. Video exercise (Tumblr post) – assigned 10/10 **(10% - Tumblr assignments are worth a total 30% of your final grade)**

5. Resume (Blackboard post) - assigned 10/17) **(5% graded as part of the Learning Portfolio – worth 25% of your final grade)**

6. Cover Letter (Blackboard post) – assigned 10/17 **(5% graded as part of the Learning Portfolio – worth 25% of your final grade)**

7.Create a Press Release – assigned 10/24 **(10%, graded as a group work written assignment, worth 20% of your final grade)**

8.Interview with WPU student who has completed an internship – assigned 10/24 (hard copy) **(10%, graded as a group work written assignment, worth 20% of your final grade)**

9. Three Places I’d like to visit before I die (Tumblr post) - assigned 10/31 **(2% - Tumblr assignments are worth a total 30% of your final grade)**

10. ‘Dead at 101: Write Your Own Obituary’ (Tumblr post) – assigned 11/17 **(2% - Tumblr assignments are worth a total 30% of your final grade)**

11. ‘Three companies I’d like to work for’ (Tumblr post) – assigned 11/14) **(5%, graded as part of the Learning Portfolio – worth 25% of your final grade)**

12. Final video or audio project (Tumblr post) - assigned 11/21 **(15%, graded as a final project - worth 15% of your final grade)**

13. Learning Plan(Blackboard post) – assigned 11/21 **(5%, graded as part of the Learning Portfolio – worth 25% of your final grade).**

14. Two page paper on where you’d like to see yourself five years after graduation and your thoughts about the Comm 119 class, assigned 11/21 **(5%, graded as part of the Learning Portfolio – worth 25% of your final grade).**

15. Oral Presentation –assigned the last three classes 11/28, 12/5/, 12/12 **(10%, graded as a final project - worth 10% of your final grade)**

16. ‘5 Things I was surprised to learn about communication’ (Tumblr post) - assigned 12/5 **(2% - Tumblr assignments are worth a total 30% of your final grade)**

Presentation of Learning Portfolio, last three classes, hard copy to be handed in on day of presentation.

Learning Portfolio Includes:

1. Resume – assigned 10/17
2. Cover Letter - assigned 10/17
3. Research on three companies you’d like to work for – 11/14
4.Learning Plan (semester by semester list of classes you intend to take to graduate) - assigned 11/215. Two page paper on where you’d like to see yourself five years after graduation and your thoughts about the Comm 119 class - assigned 11/21

**IMPORTANT NUMBERS**

Writing Center x2633

Academic Support Center x3324/2563

Advisement Center x2727

Disabled Student services x2218

Health and Wellness Center x2360

Women’s Center x2946

Counseling Center x2257