ADCO100501
Introduction to Communication
Fall 2015
Wednesdays 6:15 – 9:15 pm; Stokes 113S
Dr. Bob Rosenthal

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Text:

Wood, Julia T. Communication Mosaics: An Introduction to the Field of Communication.
Belmont, CA: Thomson/Wadsworth

Additional Required Media:

1. You must read a “newspaper” (print or online) daily. “Rule of Thumb is 15 – 20 minutes.
2. From time to time I will assign required television (or other) viewing.
3. From time to time I will assign additional reading.

About This Course:

This is an introductory course in the field of Communication, with a specific focus on the
basic theory and practice of Interpersonal Communication, Media, Group/Team
Communication and Organizational Communication. In addition, you will study common
concepts and themes that apply to all of these disciplines. Communication has historic
roots and research traditions in both the Social Sciences and the Humanities. As Aristotle
first noted, it is a “practical art” of significant impact and importance in our daily lives.
Communication is at the core of society; without communication, it would be impossible
even to contemplate human interaction.

Course Goals/Objectives:

The general goal of this course is to increase your understanding of the basic process of
human communication in the four contexts of Interpersonal, Media, Group/Team, and
Organizational Communication. With the successful completion of this course, you will:

• Develop an understanding of the functions and roles of communication in society
• Develop a basic understanding of the creation of meaning through communication
• Develop a basic understanding of the importance of symbols
• Identify basic communication processes that apply to all situations
• Develop an awareness of the importance of ethics and ethical practices in
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• Develop an awareness of the importance of First Amendment rights to the establishment and maintenance of our democracy
• Develop an understanding of the role of communication in the establishment of culture and of self-concept
• Develop a basic understanding of the function of communication in organizations
• Develop a basic understanding of group/team communication functions and roles
• Develop a basic understanding of media effects and uses
• Develop your communication skills in a variety of contexts

Graded Assignments:

Your final grade in this course will be determined in the following manner:

• Midterm Exam 25%
• Final Exam 30%
• Analytical Paper 25%
• Oral Presentation 20%

Midterm and Final Exams: You will have a midterm and a final exam. These will be comprised of objective questions and one or two essay questions. The exams will cover both assigned reading and lecture notes. The final exam will be cumulative.

Analytical Paper: You will write one 4 - 6 page paper in which you apply communication concepts to analyze your behavior.

Oral Presentation: You will present a 6 - 8 minute oral report on a topic that I will assign to you.

You will note that there is no grade for attendance. That is because you don't get points merely for “showing up.” Your attendance in class is important. Excessive absences will result in a 5% reduction in your final grade (see attendance policy in this document).

Course Schedule

September 2 Introduction to Course; Icebreaker Exercise; Communication Model Reading Assignment: Chapters 1 (pages 12 – 18); 2 (pages 25 – 29 and 34 – 42), 3 and 4
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September 9  The Construction of Meaning; Perception; Culture and Communication
Reading Assignment: Chapters 5 and 7

September 16  Introduction to Media Communication; Concepts of Media Effects
Reading Assignment: Chapter 14; Daily Newspaper/TV News

September 23  The First Amendment; News Coverage
Reading Assignment: Chapter 15

September 30  Social Media; History of Communication Technologies and Their Impact on Culture (Reading TBA)

October 7  Ethics and Communication (reading TBA)

October 14  Midterm Exam

October 21  Nonverbal Communication; Basic Concepts of Interpersonal Communication
Reading Assignment: Chapters 8, 9, 10

October 28  Communication and Self-Concept; Communication and Relationships
Analytical Paper Assigned

November 4  Leadership and Communication; Principles of Group/Team Communication
Reading Assignment: Chapter 11

November 11  Principles of Organizational Communication
Reading Assignment: Chapter 12
Assign Presentations

November 18  No Class – NCA Convention

November 25  Thanksgiving Break

December 2, 9  Presentations

December 16  Final Exam
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Attendance

This course meets one evening per week. Thus, missing one class is the equivalent of missing a week of typical daytime classes. You are allowed one unexcused absence. In addition, you are allowed one excused absence, for a total of two absences during the course of the semester. Your final grade in the course will be penalized one-third of a letter grade for each additional absence, up to a total of 5 total absences. If you miss more than 5 classes you will fail this course. Examples of excused absences include documented illness, work-related situations, family emergencies and university commitments (athletes and other students in this category should provide me with the appropriate forms). If there are medical situations that will result in additional absences from class I will deal with those situations on an individual basis.

Consistent with our commitment of creating an academic community that is respectful of and welcoming to persons of differing backgrounds, we believe that every reasonable effort should be made to allow members of the university community to observe their religious holidays without jeopardizing the fulfillment of their academic obligations. It is the responsibility of students to review course syllabi as soon as they are distributed and to consult the faculty member promptly regarding any possible conflicts with observed religious holidays. If asked, the student should provide accurate information about the obligations entailed in the observance of that particular holiday. However, it is the responsibility of the student to complete any and all class requirements for days that are missed due to conflicts due to religious holidays.

Plagiarism

Plagiarism is the use of material in a paper or a presentation without proper attribution to the source of that material. If you are caught plagiarizing you will automatically fail this course. Scholastic dishonesty includes, but is not necessarily limited to, plagiarism, fabrication, facilitating academic dishonesty, cheating on examinations or assignments, and submitting the same paper or substantially similar papers to meet the requirements of more than one course without seeking permission of all instructors concerned. Scholastic misconduct may also involve, but is not necessarily limited to, acts that violate the rights of other students, such as depriving another student of course materials or interfering with another student’s work.

Boston College Mission Statement

Strengthened by more than a century and a half of dedication to academic excellence, Boston College commits itself to the highest standards of teaching and research in undergraduate, graduate and professional programs and to the pursuit of a just society through its own accomplishments, the work of its faculty and staff, and the achievements of its graduates. It seeks both to advance its place among the nation's finest universities and to bring to the company of its distinguished peers and to contemporary society the richness of the Catholic intellectual ideal of a mutually illuminating relationship between religious faith and free intellectual inquiry.
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Boston College draws inspiration for its academic societal mission from its distinctive religious tradition. As a Catholic and Jesuit university, it is rooted in a world view that encounters God in all creation and through all human activity, especially in the search for truth in every discipline, in the desire to learn, and in the call to live justly together. In this spirit, the University regards the contribution of different religious traditions and value systems as essential to the fullness of its intellectual life and to the continuous development of its distinctive intellectual heritage.

WCAS Grading System

The undergraduate grading system consists of twelve categories: A (4.00), A- (3.67), excellent; B+ (3.33), B (3.00), B- (2.67), good; C+ (2.33), C (2.00), C- (1.67), satisfactory; D+ (1.33), D (1.00), D- (.67), passing but unsatisfactory; F (.00), failure; I (.00), incomplete; F (.00), course dropped without notifying office; W (.00), official withdrawal from course. The graduate grading system is A (4.00), A- (3.67), Excellent; B+ (3.33), B (3.00), good; B- (2.67), C (2.00), passing but not for degree credit; F (.00), failure.

Grade Reports. All students are required to log into the web through Agora to access their semester grades. Students must utilize their BC username and password to log on. If your username or password is not known, the Student Learning and Support Center in the O'Neill Library Computer Center will issue a new one. The SLSC requires a valid picture ID (a BC ID, driver’s license or passport) to obtain your password.

Important Policies
http://www.bc.edu/content/bc/schools/advstudies/guide/academicinteg.html

Disability Statement

Classroom accommodations will be provided for qualified students with documented disabilities. Students are invited to contact the Connors Family Learning Center office about accommodations for this course. Telephone appointments are available to students as needed. Appointments can be made by calling, 617-552-8903. You may also make an appointment in person. For further information, you can locate the disability resources on the web at http://www.bc.edu/content/bc/libraries/help/tutoring/specialservices.html.