

**Communication Studies (COMS) 201 L20  
Introduction to Communication Studies  
Spring 2011  
Monday and Wednesday: 11:00- 13:45  
Room: ES054  
Class dates: May 11, 2011-June 22, 2011**

**Instructor:** Aiden Buckland  
**Office Location:** SS204  
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**Office Hours:** Wednesdays 11:00-12:30

### **Course Description**

An introduction to the major theoretical traditions in the field of communication studies covering areas such as: rhetoric, mass media, interpersonal communication, critical theory, science technology and society, and feminist theory.

### **Objectives of the Course**

At the end of this course you should be able to:

1. Identify the key concepts of the communication theories covered in the course reading material
2. Compare and contrast communication theories based on these key concepts
3. Demonstrate your understanding of the theoretical concepts by applying them to a social context or media text

### **Internet and electronic communication device information**

Use these technologies at your own risk!

### **Textbooks and Readings:**

Griffin, Em. *A First Look at Communication Theory*, 7th ed. Boston: McGraw-Hill, 2009.

### **Assignments and Evaluation**

#### **1) Participation: (10%)**

- In each class we will engage in group discussions, your attendance and your participation in these activities will be evaluated

**2 ) Multiple Choice Tests : (20%)**

- There will be one short multiple choice test given in each class (5 total)
- The questions will be based on textbook and lecture material covered

**3) Blogging Assignment: (15%)**

- You will be expected to write a short blog entry based on class discussions
- You will be required to post comments on two separate blog entries written by your classmates
- Further instructions and a schedule of participation will be provided in the first class

**4) Paper Proposal: (5%)**

- A one page summary of which theory you'd like to study and what you would like to apply that theory to
- Due week 2 via email
- Further instructions will be provided in class

**5) Theory Paper: (25%)**

- For this assignment you will be asked to provide a brief literature review of one of the theories covered in the course
- Due week 4 in class
- 6-8 pages (double spaced)
- You will be required to do research beyond the parameters of the textbook but you will given instruction on how to use the library and write a literature review in class, as well as a detailed grading rubric
- Further Instructions will be provided during the class

**6) Final Examination: (25%)**

- The exam will consist of a combination of short and long essay questions
- The final will be a take home exam
- It will be handed out in the last class and Due June 29, 2011 11:59 pm
- Questions will cover material from the entire course
- Further instruction will be handed out with the exam

It is the student's responsibility to keep a copy of each submitted assignment.

**Registrar-scheduled Final Examination:** No

Please note: If your class is held in the evening, the Registrar's Office will make every attempt to schedule the final exam during the evening; however, there is NO guarantee that the exam will NOT be scheduled during the day.

**Policy for Late Assignments**

Assignments submitted after the deadline may be penalized with the loss of a grade (e.g.: A- to B+) for each day late.

## Freedom of Information and Protection of Privacy Act

This course is conducted in accordance with the Freedom of Information and Protection of Privacy Act (FOIP). As one consequence, **students should identify themselves on all written work by placing their name on the front page and their ID number. Also you will be required to provide a piece of picture identification in order to pick up an assignment or look at a final exam from SS320 after classes have ended.**

For more information see also <http://www.ucalgary.ca/secretariat/privacy>.

## Writing Skills Statement

Department policy directs that all written assignments (including, although to a lesser extent, written exam responses) will be assessed at least partly on writing skills. For details see <http://www.comcul.ucalgary.ca/needtoknow>. Writing skills include not only surface correctness (grammar, punctuation, sentence structure, etc) but also general clarity and organization. Research papers must be properly documented.

If you need help with your writing, you may use the Writing Centre. Visit the website for more details: [www.efwr.ucalgary.ca](http://www.efwr.ucalgary.ca)

## Grading System

The following grading system is used in the Department of Communication and Culture:

	Grading Scale
A+	96-100
A	90-95.99
A -	85-89.99
B+	80-84.99
B	75-79.99
B-	70-74.99
C+	65-69.99
C	60-64.99
C-	55-59.99
D+	53-54.99
D	50-52.99
F	0-49

Where a grade on a particular assignment is expressed as a letter grade, it will normally be converted to a number using the midpoint of the scale. That is, A- would be converted to 87.5 for calculation purposes. F will be converted to zero.

## Plagiarism

Using any source whatsoever without clearly documenting it is a serious academic offense. Consequences include failure on the assignment, failure in the course and possibly suspension or expulsion from the university.

You must document not only direct quotations but also paraphrases and ideas where they appear in your text. A reference list at the end is insufficient by itself. Readers must be able to tell exactly where your words and ideas end and other people's words and ideas begin. This includes assignments submitted in non-traditional formats such as Web pages or visual media, and material taken from such sources.

Please consult your instructor or the Writing Centre (MacEwan Student Centre 4<sup>th</sup> floor, [efwr.ucalgary.ca](http://efwr.ucalgary.ca)) if you have any questions regarding how to document sources.

### **Academic Misconduct**

For information on academic misconduct and the consequences thereof please see the current University of Calgary Calendar at the following link;  
<http://www.ucalgary.ca/pubs/calendar/current/k.html>

### **Students with Disabilities**

If you are a student with a disability who may require academic accommodation, it is your responsibility to register with the Disability Resource Centre (220-8237) and discuss your needs with your instructor no later than fourteen (14) days after the start of the course.

### **Students' Union**

For details about the current Students' Union contacts for the Faculty of Arts see  
<http://www.su.ucalgary.ca/governance/elections/home.html>

### **Student Ombudsman**

For details on the Student Ombudsman's Office see  
<http://www.su.ucalgary.ca/services/student-services/student-rights.html>

### **Emergency Evacuation and Assembly points**

For information on the emergency evacuation procedures and the assembly points see  
<http://www.ucalgary.ca/emergencyplan/assemblypoints>

### **"SAFEWALK" Program -- 220-5333**

Campus Security will escort individuals day or night -- call 220-5333 for assistance. Use any campus phone, emergency phone or the yellow phone located at most parking lot booths.

## **Ethics**

Whenever you perform research with human participants (i.e. surveys, interviews, observation) as part of your university studies, you are responsible for following university research ethics guidelines. Your instructor must review and approve of your research plans and supervise your research. For more information about your research ethics responsibilities, see

The Department of Communication and Culture Research Ethics site:

<http://www.comcul.ucalgary.ca/ethics>

or the University of Calgary Research Ethics site:

<http://www.ucalgary.ca/research/cfreb>

## **Schedule of Lectures and Readings**