

**COMM1 - Introduction to Communication**  
**SUMMER 2024 Session B**  
**Monday, Tuesday, and Wednesday - 11 am to 12:25 pm**  
**Phelps Hall, 2524**

**Instructor**

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**COURSE DESCRIPTION**

This course provides an introduction to the fundamental concepts and contexts of communication. Verbal, nonverbal, persuasive, technologically mediated, and legally regulated communication is explored in intrapersonal, interpersonal, small group, organizational, intercultural, and mass media contexts. The course provides a survey of the concepts, principles, and major theoretical ideas involved in these various forms of human communication. This course fulfills a General Education Area D (social sciences) requirement and the Writing Requirement.

**LEARNING OUTCOMES**

I expect that by the end of this class, you should be able to:

1. **Identify** and **describe** key concepts, principles, and theories related to human communication processes in different domains such as dyads, families, groups, organizations, social media, and mass media.
2. **Recognize** the kinds of knowledge claims that social scientific research methods can make in the study of communication.
3. **Relate** concepts, theories, and principles about human communication to everyday life situations.
4. **Define** the concepts and theories you learned about verbal and nonverbal communication behaviors and use them to analyze a short scene of human interaction.
5. **Explain** key concepts and principles you learned about persuasion and use them to assess the potential persuasiveness of an advertisement on its target audience.

**REQUIRED READING**

O’Hair, D., Wiemann, M., Mullin, D. I., & Teven, J. (2021). Real communication: An Introduction (5th edition). Boston, MA: Bedford/St. Martin’s.

[as long as you are using the 5th edition (not earlier editions), you may use any form that you can find -- e-books, used copies, loose leaf custom edition through UCSB bookstore, etc.] Three copies of course reserve are available at the library.

### ASSIGNMENTS AND COURSE GRADING

Your grade in this course is assigned at the end of the quarter, based on the TOTAL number of points you earn for the assignments listed below. Grades will not be rounded or curved.

Weekly Quizzes (2)	40	20 points per quiz
Paper #1	50	
Paper #2	60	
Outlines (2)	10	5 per paper
Section Attendance (5)	10	2 per section
Final Exam	50	
<b>TOTAL</b>	<b>220</b>	

**Note:** if you have an emergency, inform me and your TA **ASAP**, and we will do our best to accommodate you. It is better for you to tell us before an assignment is due than to tell us after it happens!

The grading distribution is as follows. Please note that **no** rounding will take place at the end of the quarter (i.e., a student must receive a .5 or higher (as indicated below) to achieve the next grade level). Below a .5 will be rounded down.

- A 93.5%-100%    A- 89.5%-93.5%
- B+ 86.5%-89.5%    B 84.5%-86.5%    B- 79.5%-84.5%
- C+ 76.5%-79.5%    C 74.5%-76.5%    C- 69.5%-74.5%
- D+ 66.5%-69.5%    D 64.5%-66.5%    D- 59.5%-64.5%
- F 59.5% and below

### LECTURES

Readings and in-person lectures are complimentary. Reading the chapters will give you a breadth of knowledge of the course material. In lectures, I will be highlighting key points and adding more tailored information. Some of the materials may overlap, but there is also unique information in both the readings and the lectures that you will need to know.

Attendance for lectures will not count towards your final grade. However, we are providing some bonus points on this part. If the attendance rate of one lecture (except the first lecture) exceeds 95% (actual attendance rate), I will provide 2 bonus points for everyone who attended the lecture. There will be a maximum of two times that I will provide bonus points throughout the summer session. On the other hand, if I did not send out any bonus points throughout the summer session based on this rule (that means I failed this experiment), I would have sent out 1 bonus point to everyone.

## **SECTIONS**

Sections are to help facilitate your learning and understanding of the concepts presented in the lectures. Each section will have an activity tailored to helping you to achieve a particular goal in the classroom such as writing a better paper. It is important for you to attend every section!

## **QUIZZES/FINAL**

There are two quizzes (20 points each) and one cumulative final exam (50 points) that use MULTIPLE CHOICE format. All exams will be conducted online (via Canvas). The first two quizzes will not be accumulative and the final exam will cover all of the topics. Both content from the textbook and lecture will be tested in quizzes and the final exam.

\*There is no quiz or final makeup unless you have an EMERGENCY. You must contact me at least two hours before you miss the quiz/final.

## **PAPERS**

There will be two outlines and two paper assignments for this course.

- Outlines:
  - You are required to have an outline for Paper #1 and Paper #2. The outlines are to ensure that you are thinking ahead for the paper and to have something you can discuss with your TA and me during office hours.
  - Outlines will be graded on completion but not the quality of your work. Please note that grades of outlines are not an indication of your grade for the paper. Completion means that you need to finish the outline according to the guidelines.
    - However, for paper 1, if you wrongly identified the verbal/nonverbal concept, 1 point will be deducted.
- Papers:
  - All source material (e.g., lecture, textbook, academic journal articles, online sources, etc.) must be appropriately cited using APA style (whether directly quoting or paraphrasing). If you “borrow” from another student’s paper, even if some specific words have been changed, you are plagiarizing and will receive a zero. I strongly suggest you do not even read someone else’s paper, as it is

difficult to write your own ideas in an original way once you have seen how someone else has written theirs.

- Extensions may be granted if discuss with me or your TA BEFORE the deadline. Please ask us ASAP if you need an extension for the paper or have any questions/concerns.
- The instructor/TA will not accept late work beyond 3 days unless the student has received an extension prior to the due date of the assignment. Note that there will be a 5-point deduction for every day late. Computer issues are not an excuse for failing to submit an assignment.

## COURSE POLICY

- Email Communication
  - Emails will not be responded to if the student does not address the instructor/TA or situation in a professional manner.
  - All emails will be responded to within a 48-hr period (M – F, 9:00 – 5:00 PM). This means that an email sent on Friday afternoon may not be responded until Monday.
- Grade Discussion and Regrading
  - If a student would like to discuss their grade or get feedback on their papers, they can contact their instructor/TA or arrange an appointment **after 24 hours of receiving the grade**. These appointments are to discuss areas of growth, NOT to argue for point readjustments, etc.
  - Re-grading: if you are unsatisfied with your grade and want a regrade, you must follow the regrading policy (on Canvas). This requires (1) meeting with your TA to get feedback, and (2) writing a letter on why the initial grade is unfair and why the regrade is necessary. Note: A discussion with the instructor/TA does not guarantee that the instructor/TA will change the grade. Moreover, it is also possible for you to get a lower grade from this process. Please see Canvas for a complete regrade policy.
- 48-hour extension
  - Students have one 48-hour paper extension (can be used for Paper 1 or 2) during the quarter. To use this extension, simply add a comment on Canvas upon submission (i.e., I am using my 48-hr. extension). The paper will be marked as late by Canvas; however, the TA will note that you are using your extension and no points will be deducted if the paper is received within the 48-hr. extended timeline.

## ACADEMIC HONESTY

It is expected that students attending the University of California understand and subscribe to the ideal of academic integrity and are willing to bear individual responsibility for their work. Any

work (written or otherwise) submitted to fulfill requirements in this course must represent your own original work. Any act of academic dishonesty, such as cheating on an exam or plagiarism on a paper, will result minimally in receiving zero points on that assignment/exam and will also likely lead to a failing grade in the course. You should be aware that I must report any violation to the Office of Student Conduct, which has the authority to impose a range of University disciplinary actions, including suspension or dismissal.

## AI TECHNOLOGIES

While AI technologies are wonderful for brainstorming and idea generating, they will not write a strong paper in COMM1 and are subject to academic dishonesty and plagiarism. Papers that appear to be written using these technologies will result in a minimal score, no score/credit, and/or will be at risk for larger university consequences. Please refer to UC Santa Barbara's Academic Integrity standards: <https://studentconduct.sa.ucsb.edu/academic-integrity>

### Course Schedule

*subject to change*

[last update: Aug 17]

Week	Readings	Lecture Mondays, Tuesdays, and Wednesdays 11 am to 12:25 am	Section Thursdays (Check your section times)	Assignments
1 8/5	Chp 1 Chp 4	M: Class Intro and Syllabus  T: Communication: Essential Human Behavior  W: Verbal Communication + Paper #1 Introduction	Overview + class expectations	
2 8/12	Chp 5 Chp 6 Chp 3	M: Nonverbal Communication  T: Communication and Culture  W: Intrapersonal Communication	Thesis and Topic Sentences; APA citations <b>Quiz #1</b>	Paper #1 Outline (Due Friday at 11:59 PM)
3 8/19	Chp 2 Appendix B	M: Communicating in a Digital Age + Computer-mediated Communication  T: Computer-Mediated Communication + Mass Communication	Introduction to AI tools	PAPER #1 (Due Sunday at 11:59 PM)

		W: Mass Communication		
4 8/26	Chp 8 Chp 9	M: Paper #2 Overview and Empirical Research T: Developing and Maintaining Relationships W: Managing Conflict in Relationships	Research Integration and Justification <b>Quiz #2</b>	Paper #2 Outline (Due Friday at 11:59PM)
5 9/2	Chp 10 Chp 12	<b>M: Labor Day, no class</b> T: Communication in Groups W: Communication in Organizations	Paper #2 workshop	PAPER #2 DUE (Due Sunday at 11:59 PM)
6 9/9	Chp 11	M: Leadership and Decision Making in Groups T: Review for Final W: <b>Final Exam</b>	No Section	

### **Additional Resources**

#### **Access to Reduced Costs Internet Access**

<https://www.everyoneon.org/find-offers>

#### **Campus Learning Assistance Service**

Location: Student Resource Building 3210 | 805.893.3269 | <http://clas.sa.ucsb.edu/>

CLAS helps students increase their mastery of course material through course-specific tutoring and academic skills development. The tutorial groups and drop-in tutoring schedules are posted on the website. CLAS also provides workshops and counseling in test-taking as well as paper-writing skills.

#### **Counseling Services**

Location: Building 599 | 805.893.4411 | <http://caps.sa.ucsb.edu/>

Counseling Services offers counseling for personal concerns and crisis intervention, stress management, self-help information, and connections to off-campus mental health resources.

#### **Office of Student Life**

Location: Student Resource Building 1104 & 2260 | 805.893.4569 | <http://osl.sa.ucsb.edu/>

The Office of Student Life provides assistance with student emergencies, administrative withdrawals, and other unique academic situations and options.

#### **Disabled Students Program**

Location: 2120 Student Resources Building | 805.893.2668 | <http://dsp.sa.ucsb.edu/>

The Disabled Students Program offers many services, such as reading services, notetaking assistance, test-taking accommodations, and registration assistance. For more information on these services, eligibility, and registration, please call or visit the Disabled Students Program office.

### **ONDAS Student Center**

Location: Kerr Hall 1150 | 805.893.3457 | <http://ondas.ucsb.edu/>

The OSC offers academic support, mentoring, special programming, and community for all UCSB students, especially first generation students.

### **Transfer Student Center**

Location: UCSB Library, First Floor, Ocean Side | <http://www.transfercenter.ucsb.edu/>

A space for transfer students to make connections, find academic support, mentoring, and special Programs.

### **Undocumented Student Services**

Location: 2210 Student Resource Building | 805.893.5609

<http://www.sa.ucsb.edu/DreamScholars/>

USS provides general counseling to undocumented and mixed status students. Services include access to student mentors, programs and legal service referrals.

### **Educational Opportunity Program**

Location: Student Resource Building, Room 2210 | 805.893.4758 | <http://eop.sa.ucsb.edu/>

EOP provides advising, mentoring, and programming for first generation and income eligible students.

### **Office of International Students & Scholars**

Location: Student Resource Building, Room 3130 | 805.893.2929 | <http://oiss.sa.ucsb.edu/oiss-home>

OISS provides immigration support for the UCSB community, advising for international students, and cultural programming.

### **Academic Initiatives**

Location: Student Resource Building | 805.893.2720 | <http://academics.sa.ucsb.edu/>

Student Affairs Academic Initiatives facilitates student academic and leadership opportunities, community engagement, and research experience.

### **Resource Center for Sexual and Gender Diversity (RCSGD)**

Location: Student Resource Building 3112 | 805.893.5847 | [rcsgd.sa.ucsb.edu](http://rcsgd.sa.ucsb.edu)

The RCSGD, located on the 3rd floor of the Student Resource Building, works with students, staff and faculty to ensure that LGBTQ identities, experiences and concerns are represented and addressed at UCSB. The center aims to create a vibrant and engaging environment through social and educational programming, volunteer and leadership opportunities, a comfortable and welcoming social and study space, and professional and student staff for support, advocacy, and resource referral. The RCSGD hopes that all LGBTQ students can thrive at UCSB, feeling safe, affirmed and valued!

### **CARE (Campus Advocacy, Resources & Education)**

Location: Student Resource Building (First Floor) | <http://wgse.sa.ucsb.edu/Care/>

CARE provides confidential advocacy and support to anyone impacted by sexual assault, dating/domestic violence and stalking.

### **Mental Health Peer Services**

Location: Building 434, Room 100 | 805.893.4411 | (<https://www.ucsbmhp.com/>)

Mental Health Peer Services offers many services, including workshops on managing stress (and many other topics), as well as one-on-one sessions with a peer to help students learn coping skills to reduce anxiety.

### **Title IX and Sexual Harassment Policy Compliance Office**

Location: 3211 Phelbs Hall | 805.893..2701 | <https://titleix.ucsb.edu/>

The mission of the Title IX and Sexual Harassment Policy Compliance Office (Title IX Office) is to ensure all UCSB community members fulfill the campus' commitment to create and maintain a work and academic environment free of sex discrimination, sexual harassment and sexual violence.

Note: Please note that your TAs and I are university mandatory reporters. Should you wish to report incidents of sexual violence, sexual harassment, sex discrimination, and other behavior prohibited by Title IX Office-related policies ("TIXO prohibited conduct"), we are required to report this to the Title IX office.