

## CCI 540:

### Overview of theory-building process and theories in communication.

**Instructor:** Dr. Lisa Fall, APR

Office Hours: Mon and Wed., 10 a.m. to 12noon and by appointment.

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**Text:** Dainton, M. and Zelle, E. Applying Communication Theory for Professional Life. Thousand Oaks, CA: Sage. (3<sup>rd</sup> edition)

**Note: Supplemental Readings are located at class website under “Weekly Modules” link.**

### **COURSE FORMAT:**

This hybrid course is designed for web-based and face-to-face delivery consisting of weekly learning modules, weekly discussions via the class Discussion Board forum, face-to-face presentations, a written reports.

### **LEARNING OBJECTIVES:**

- Use the terminology associated with communication theories.
- Describe how theories are created, developed, and changed.
- Evaluate a “good” theory based on established criteria.
- Apply communication theories to communication events and real-world situations.
- Recall and explain research methods used to develop and/or test communication theories.
- Demonstrate spoken and written communication competence.

### **GRADING:**

Discussion forum: 150 pts. (15 discussion forums @ 10 pts. each) = approx. 35%

Mini theory: 100 pts. (paper and PPT. presentation) = approx. 24%

Final capstone theory: 175 pts. (paper and PPT. presentation) = approx. 41%

**TOTAL: 425 pts.**

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**Disability Statement:** Any student who, because of a disabling condition, may require some special arrangements in order to meet class requirements should contact the course instructor as soon as possible so the necessary accommodations may be made.

**Diversity Statement:** CCI recognizes and values diversity. Exposing students to diverse people, ideas and cultures increases opportunities for intellectual inquiry, encourages critical thinking, and enhances communication and information competence. When all viewpoints are heard, thoughtfully considered, and respectfully responded to, everyone benefits. Diversity and fairness unite us with the wider professional and global community.

WEEK/ DATES	Chapter Readings in both Dainton & Zelle AND K. Miller
8/25 – 8/31	Discuss class expectations, review syllabus, go over assignments, introduce each other. READINGS: Chapters 1&2 (D&Z); Chaps 1&2 (Miller) Supplemental readings online
9/1 – 9/7	Chapters 3&4 (Miller)
9/8 – 9/14	Chapter 3 (D&Z) // Chapter 6 (Miller)
9/15 – 9/21	Chapter 4 (D&Z) // Chapter 7 (Miller)
9/22 – 9/28	Mini-Theory Presentations (10 students present in class)
9/29 – 10/5	Chapter 5 (D&Z) //
10/6 – 10/12	Chapter 6 (D&Z) //
10/13 – 10/19	Chapter 7 (D&Z) //
10/20 – 10/26	Mini-Theory Presentations (10 students present in class)
10/27 – 11/2	Chapter 8 (D&Z)
11/3 – 11/9	Chapter 9 (D&Z) //
11/10 – 11/16	Chapter 10 (D&Z) //
11/17 – 11/23	Chapter 11 (D&Z) //
11/24 – 11/30	Capstone Presentations (10 students present in class)
12/1 – 12/7	Capstone Presentations (10 students present in class) <b>FINAL EXAMS WEEK</b>

## DISCUSSION BOARD POSTING CRITERIA

**YOUR INITIAL POSTING**... to the weekly discussion board thread must be posted by **Thursday by 11:30 p.m. EST.** (See criteria below):

- √ the adequate length: **250 words (minimum)**
- √ grammatically correct (minimal typos, grammatical errors, etc. – DO use spell check!)
- √ addresses the issue/s topics posted (as opposed to writing “off topic”)
- √ include at least (1) reference from either the D&Z or Miller book
- √ include at least (1) reference from an academic journal (e.g., from a viable data bases such as **Communication & Mass Media Complete, Academic Search Premier, Sage Journals online**)
- √ Required format for citing references: APA

**YOUR (2) RESPONSE POSTINGS**... to 2 separate classmates must be posted by **Sunday, 11:30 p.m. EST of that week.** Please make every effort to post in a timely manner **before** this date/time – so others can respond to your posts. If I observe a trend (2 or more times during the 8 week term) that you post at the “11<sup>th</sup> hour” both at one time, your final discussion board score will receive a substantial point reduction.

- √ the adequate length of each response: **at least 3-4 sentences**
- √ acceptable responses include (but are not limited to) the following suggestions:

### **TECHNIQUES:**

1. making connections between various classmates’ postings (ex: compare/contrast)
2. sharing your own opinion on why you agree or disagree with the posting
3. integrating outside resources (articles, website postings, blogs, etc.) that support / reinforce – or ARGUE against – the posting (be polite)
4. questioning a posting... by substantiating your point of view
5. OR, you may consider choosing from (4) primary response techniques:
  - a) argument
  - b) explanation
  - c) challenges
  - d) evidence.

**In short... merely posting “I agree” or “I disagree” does not constitute an “acceptable” and fruitful response. ☺**

### Here is how you will lose points:

- 2 pts. automatically deducted when initial post misses the Thursday night deadline
- 2 pt. automatically deducted for each response you don't make (2 are due each week)
- 2 pts. automatically deducted if you fall below the 250 length requirement
- 2 pts. deducted if you fail to cite from (1) of the two books AND (1) journal article
- 2 pts. automatically deducted if you fail to cite both references - using proper APA formatting
- Additional points deducted for typos, going "off topic," not addressing the topic, and/or not providing robust/intelligent responses (see information above)

### A few more IMPORTANT points to ponder:

1. All of the discussion board topics are available ALL term – thereby giving you one full week to write and post your initial response (by **Thursday**).
2. This way, you and your colleagues have that entire week (up to that **Sunday** night) to respond and engage in online dialogue.
3. Please take these forum postings very seriously; this is one way for me to assess that you understand and can synthesize the material you are learning.
4. This is an easy and fun way to earn a portion of your online grade for this course and, at the same time, get to know your classmates.
5. Please don't email me at the end of the semester asking if you can complete a different assignment in lieu of this portion of your grade. I'll politely email you back and tell you "no." And, as noted, there are no extra credit assignments for missed postings.

### **Mini-Theory Seminars**

During each class, one of you will conduct/host a "mini lecture" based on your assigned communication theory from the Dainton & Zelle text. During class, one person will provide a 10-minute seminar on each theory (9/23 and 10/21).

### CRITERIA:

1) integrate at least (3) **outside sources** – 1 of which **MUST** be an academic journal article. Other sources may include book chapters, white papers, conference papers, online sources – as LONG as they are credible, etc. (Example: a Ppt. presentation by Kid Rock is not considered a credible for this class!)

**NOTE:** the Miller chapters and the D&Z text do NOT count toward your 3 resources.

2) use Ppts. (Please upload to the class website before class that night). You are welcome to integrate the D&Z Ppts. that I have posted at our class website. But do NOT use more 2-3 of these slides. This is supposed to be YOUR presentation.

*To upload your presentation -- see the link at the vertical menu on the left-hand side of our Bb class site.*

3) provide citations of your three sources - to include a 300-word annotated bibliography. (***Bring 20 copies for everyone – which includes me) the day you are presenting.***)

4) please print your PPT presentation (6 slides per page in B&W) – only ONE copy (for me only)

**ALSO DUE THAT NIGHT** (in class):

Bring (2) questions per theory that you plan to ask the presenter. Have them TYPED and plan to turn them in to me at the start of class. Please include all questions on one document. Example: we have 9 presenters on 9/23; so, you will be turning in 18 questions.

**NOTE:** if YOU are of the presenters, I still want you to provide (2) questions that you WILL pose to your colleagues during the Q&A portion of our class. Please include them on the bottom of your annotated bibliography handout.

### **Criteria for Mini-Theory Report**

Length: 5 pages total (which does NOT include reference page or cover page)

Double-spaced, 1” margins on all (4) sides; Times New Roman font.

Please indent in between paragraphs. Do NOT double-double space.

References: use APA formatting for in-text citations and end-of-paper “References” section

No need to include a header; instead use page numbering.

**Total number of references: at least (5)**

What to address in your paper:

1. Brief description of the theory and theorist responsible for it
2. Criticisms and critiques of the theory
3. Major studies related to the theory
4. Anything else that you deem to be important about this theory
5. Implications of the theory for communication managers (the “so what does this mean” factor)