Course Guide

Introduction to Human Communication

[CM1001]

Prof. Dr Jeroen Jansz

With contributions from:

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August – November 2009

1. COURSE DETAILS

Course title: Introduction to Human Communication

Course identifier: CM 1001

Principal Lecturer: Prof. Dr. Jeroen Jansz
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Lecturers: Payal Arora, PhD (contact details see Blackboard)
                       Patrick McCurdy, PhD (contact details see Blackboard)
                       Joyce Neys, MSc (contact details see Blackboard)

Period: 2009 Semester 1; block 1

ECTS   5

Structure: Weekly lecture + tutorial/workgroup

Compulsory reading: 1) Textbook: Sarah Trenholm. *Thinking through Communication: An Introduction to the Study of Human Communication. Fifth Edition*. Boston : Allyn & Bacon, 2008.
                       2) Theoretical and empirical papers from online resources (digital library).

Workload

This is a 5 ECTS course. According to departmental norms this means a 5*28 = 140 h workload for students. The norm for reading and studying course material (textbook, extra (research) articles) is 5 pages per hour.

Task		hrs
Attending lectures	8*2	16
Attending tutorials	8*3	24
Textbook *Trenholm* (11 chapters)	300 pages / 5 =	60
Extra articles	50 pages / 5 =	10
Preparation 2 written assignments	2*5	10
Preparation 2 oral assignments	5*3	15
Preparation 1 lecture (teamwork)	2	2
Exam	3	3
Sum		140

2. TIMETABLE

Week	Nr	Ch	Lecture	Assignment for tutorials (see BB)	Additional reading (compulsory)
31-8	1	1+2	Introduction 1: what is communication?	In class	
7-9	2	1+2	Introduction 2: communication as a scientific endeavor	Written	
14-9	3	3	Listening	Oral	Goldhaber, Michael H. (1997). The Attention Economy and the Net. *First Monday*, *2* (4). First Monday is open source.
21-9	4	4+5	Language: verbal and non-verbal communication	Oral	Lakin et al. (2003). The chameleon effect as social glue. Evidence for the evolutionary significance of nonconscious mimicry. *Journal of Nonverbal Behavior, 27*(3), 145-162. EUR digital library.
28-9	5	6+7	Interpersonal communication (in a group)	Oral	Ellison, N., Heino, R., & Gibbs, J. (2006). Managing impressions online: Self-presentation processes in the online dating environment. *Journal of Computer-Mediated Communication, 11*(2). JCMC is open source.
5-10	6	8+9	Organizational Communication and Public Communication.	Oral	Mock exam in class (self-diagnostic; no grade)
12-10	7	11	Mediated communication	Written	Wellman, B. (2004). The three ages of Internet studies: Ten, five and zero years ago. *New Media & Society, 6* (1), 123-129. EUR digital library.
19-10	8	12	Intercultural communication	Oral	
5-11			Written exam	1330-1630	CM1001-09
5 July 2010			Resit exam	1330-1630	CM1001-09

TIMES AND LOCATIONS

Updates on times and locations of Lectures and Tutorials will be communicated through the Channels in SIN-Online and the Blackboard site of IHC.

Time	
Monday	
11:00-12:45	Lecture
Wednesday	
12:00-14:45	Tutorial B
12:00-14:45	Tutorial F
15:00-17:45	Tutorial C
Thursday	
09:00-11:45	Tutorial A
13:00-14:45	Tutorial E
15:00-16:45	Tutorial D

3.   INTRODUCTION TO THE COURSE

This course introduces students to communication as a field of study and to the basic processes of communication (e.g. listening, perceiving, using verbal and nonverbal communication) that are central to a variety of communication contexts (interpersonal, small group, public, organizational, intercultural, computer mediated and mass communication).

Course activities include discussion of key issues and questions in tutorials, presentations and discussions of student assignments and coursework.

4.   COURSE AIMS AND OBJECTIVES

Students have knowledge and understanding of:
- The nature and history of communication as a field of social scientific study;
- The basic theories and principles of communication and how these apply to various communication contexts.

Students have the ability and/or propensity to:
- Apply basic communication concepts and theories to different communication contexts;
- Analyze and reflect on the ways in which communication impacts their daily lives;
- Present and communicate their findings and viewpoints in writing, oral presentation, and discussion

5. COURSE ELEMENTS

Lectures

The weekly 2 hour lecture on Monday is meant to introduce students to the issues covered in the chapter(s) and the extra readings scheduled for that particular week (see Timetable). The lecture is always selective; it will focus on some of the important issues, but will not cover all. It may also expand on particular themes. The lecture will also be helpful for the preparation of the tutorials on Wednesday and Thursday.

Students are advised to prepare for the lecture by studying seriously the chapter(s) and the additional readings. The Powerpoint slides of each lecture will be available on Blackboard on the Sunday preceding the Monday lecture (at 17.00 hrs).

Tutorials

All students participate in a 3 hour weekly tutorial (also known as a *workgroup*). The tutorials are scheduled on Wednesday and Thursday to give students ample time for preparation between the lecture and their tutorial. The tutorial is the principal didactic tool to engage students in deep processing of the course material. Therefore, active participation is compulsory. It requires a thorough preparation of the chapters and readings at home.

Assignments are used to focus student's preparations. In class, individual and group *exercises*, questions and quizzes are used to enhance the engagement with the course material.

Blackboard

The Blackboard online learning environment is used to communicate additional information before and during the course. Administrative details about the course are also available on the Blackboard site including updates of administrative information during the course.

- The *Powerpoint slides* of each lecture will be available on Blackboard on the Sunday preceding the Monday lecture (at 17.00 hrs).
- The *assignment* for the tutorial will also be published on Blackboard a week before the assignment is due.
- The *Group Pages* (under the button COMMUNICATION) provide the link to each tutorial-group. Here, you will find an option to send emails to group members.

6.   ASSIGNMENTS AND ASSESSMENT CRITERIA

General

Attending the weekly lecture is strongly advised, but not compulsory. It is compulsory though to attend the 8 tutorial meetings, arrive on time, and to participate actively in the discussions. This obligation includes the preparation and submission of all oral and written assignments (individual work and teamwork).

Absence

If you have a serious reason for missing a meeting, you must inform the lecturer of your tutorial in advance by email or telephone (see Blackboard for contact details). Judgments about the validity of the reason for absence are the prerogative of the lecturer. Absence of one meeting can be compensated with an extra assignment. Missing two meetings can be compensated in the case of structural serious reasons. Missing three meetings will result in exclusion from the course.

A diversity of assignments

This course includes seven individual assignments and one based on teamwork during the course. A written exam concludes the course.

Active Participation (individual)

Students in this course are obliged to participate actively in class. This implies a good preparation and the active sharing of well argued views, ideas, experiences and knowledge in class. At the end of the course the level of participation will be graded by the lecturer.

Oral Assignment (individual)

The oral assignments are diverse. For example, it may invite you to relate what you read in the scientific literature to personal experiences, or it will ask you to defend a particular thesis, or you are supposed to explain a particular concept or theory in detail.

All students prepare their own assignment in such a way that they can present their work in class in a 5 minute talk. At the beginning of the tutorial, the lecturer will invite a few students (5-7) to give their presentation. The talk must be based on brief notes (one page maximum) that are prepared and printed at home. **Bring a copy to class,** as all students must hand in their notes at the beginning of the tutorial.

Written Assignment (individual)

Two written assignments are scheduled in this course. They aim to train students in properly using the available resources from the textbook and extra readings. The subject matter of the assignment is given by the lecturer and published on Blackboard. The argument must be based on (a selection of) relevant theory and research. It also includes a critical evaluation of the (scientific) resources used. It is compulsory to refer explicitly (themes, positions, views, quotes) to the course material.

Practical issues:

1) Maximum of 450 words (1.5 pages A4).
2) Line spacing: 1.5
3) Be clear and neat in your exposition.
     See also the guidelines in the *Writing Guide Culture & Media.*
4) Keep it simple: no cover, no graphic illustration, no plastic folders, etc.
5) State in a first line / header line: your name, student number, and the number of words.
6) Submit your work in two ways:
     a. Submit a file of your work to (SAFE) ASSIGNMENT on Blackboard before the
          tutorial
     b. Hand in a print of your work at the beginning of the tutorial

Lecture (teamwork)

The lecture is prepared and given by a team of three students. It is meant to train being selective and focused when working with a large amount of scientific information. The team chooses two-three important issues from the chapter and/or the extra readings to discuss. The presentation is enhanced by a discussion of a case that illustrates one or several of the issues.

Practical instructions:

1. The lecture is 10 minutes.

2. The audience? Your fellow students (academic background).

3. The selection of the case is up to you. Be creative ... !

4. Be sure to address explicitly the relevant ideas, concepts and research results from the scientific literature.

5. Conform to the common criteria for presentations (from arguing clearly to volume/tone of voice).

6. You are allowed to use Powerpoint, but it is not compulsory. Keep in mind that form must not supersede content in the presentation.

7. Supply the lecturer at the beginning of the meeting with a print of your presentation (notes, or hand out, or Powerpoint print).

Exam

A written examination of the student's knowledge completes this course (5 November 2009). It covers 11 chapters from the Trenholm (2008) textbook (excluding Chapter 10 and 13), the extra readings and the matters discussed in the lectures. The exam has two parts: two open questions test the student's knowledge about and insight in general, overarching issues with respect to human communication. Twenty multiple choice questions test the accumulated knowledge in more detail.

A mock exam will be given during the course to familiarize the students with kinds of open and multiple choice questions asked.

Assessment criteria

The course is graded on a scale from 0 points (theoretical minimum) to 100 points (theoretical maximum). The table below shows the relative weight of the assignments during the course and the exam at the end of the course. The final grade is 10 percent of the points obtained. So, 79 points results in a grade of 7.9.

A final grade below 5.5 means that the student fails the course; resit of the exam is necessary (5 July 2010). Students who fail the resit must take the course once more in 2010-2011. A final grade of 5.5 or higher means passing the course. 7.0+ is satisfactory; 8.0+ is good; 9.0+ is excellent.

The written assignment is graded on a scale from 0 to 5 points: 0 = very poor; 1 = poor; 2 = mediocre; 3 = satisfactory; 4 = good; 5 = excellent. The oral assignment is graded on a three-point scale: 0 = very poor; 1 = satisfactory; 2 = good.

There is no resit for insufficient assignments during the course (oral, written, lecture).

Participation during Tutorials (10 points max.) underlines the importance of active involvement in the course. In grading the focus is on quality rather than on quantity.

Overview of the different elements

Course element		points	total
Written assignment (individual)	2	5	10
Oral assignment (individual)	5	2	10
Lecture (team)	1	10	10
Participation in class		10	10
Exam	2 open questions	10	20
	20 multiple-choice questions	40	40
Sum			100

Criteria

The following criteria are used for grading the assignments and the lecture.

1. Literature: appropriate discussion of relevant segments of the textbook and additional readings.
2. Analysis: interpretation of the literature with respect to the issue addressed.
3. Reasoning: proper construction of the argument (sentences, sections, chapters).
4. Neatness: spelling, grammar, writing style, lay out, and references.

The following weights are given to the criteria:

Assignment	Max	Literature	Analysis	Reasoning	Neatness
Written assignment	5	1	2	1	1
Oral assignment	2	0.5	0.5	0.5	0.5
Lecture	10	4	2	3	1

Plagiarism

The individual assignments are individual products. It is not allowed to use work from other students. It is permitted, though, to discuss each other's work. The lecture is a product of teamwork. It is not allowed to use work from other teams. All assignments must refer carefully to the (scientific) sources used. Copying the ideas and results of other authors (either word for word, or as a paraphrase) without explicit reference to the source is considered to be plagiarism.

The submission of electronic versions of the assignments in Blackboard's SAFE AS-SIGNMENT is necessary to facilitate (automatic) checks on plagiarism. It is your responsibility to familiarise yourself thoroughly with the faculty's policy on unfair practices, fraud and plagiarism. More information on this policy can be found at http://www.eur.nl/english/eur/publications/plagiarism/ Plagiarism is reported to the *Examination Board,* which may decide to expel the student from this course, or from the curriculum.

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