

SENIOR SEMINAR: PERSPECTIVES ON COMMUNICATION

C & J 400

FALL 2011

Tues./Thurs., 12:30-1:45

C & J 119

Dr. Judith Hendry, Instructor

Office: C & J 221

Office Hours: Tues. & Thurs., 11:00-12:15, and by appointment

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Course Descriptions & Objectives

One of the advantages of a major in Communication is the adaptability of its body of knowledge to our everyday life experiences. Senior Seminar is designed as a capstone course in which students explore the application of the theories, concepts, and skills they have learned throughout their course of study to the enhancement of their professional, personal, and social goals. In addition, Senior Seminar serves as the primary venue for assessing learning outcomes for undergraduate majors. The course focuses on 5 primary learning objectives. Upon completing this course students should be able to:

- Design and deliver a competent and ethical presentation;
- Write in a clear, coherent manner;
- Critically analyze communication situations and messages from multiple theoretical perspectives;
- Demonstrate an awareness of and appreciation for culturally diverse ways of communicating;
- Apply communication theories, concepts, and skills in ways that will enhance students' professional and personal lives.

Required Readings

No text book is required for the course. However, students are required to purchase a *Supplemental Materials Packet* from Education Printing Services (Located just north of the Kiva in the Education Building). The cost of this packet should be about \$5.00.

Course Requirements

The following criteria will be used to determine final grade based on straight percentage of a total of 200 possible points. In addition to graded assignments, students are expected to attend class, participate in classroom discussions and activities, and keep up with the assigned readings.

APA Source Citation Exercise	15 points
Theory & Application Paper	50
Cultural Diversity Presentation	30
Communication Ethics Paper	25
Service Learning Group Plan	10
Service Learning Group Presentation	<u>50</u>
Total	180

*The final grade will be calculated by straight percentage of earned points to total possible points.

Grade Scale

180 - 176 = A+	143 - 138 = C+
175 - 169 = A	137 - 132 = C
168 - 162 = A-	131 - 126 = C-
161 - 156 = B+	125 - 120 = D+
155 - 150 = B	119 - 114 = D
149 - 144 = B-	113 - 108 = D-

Description of Graded Assignments

APA Source Citation Assignment (15 points): This assignment is geared to give you working experience with the somewhat complicated source citation format that is used in our academic journals. Since most of the communication journals use the American Psychological Association (APA) format style, this is the one we will use for this assignment as well as in the papers described below. For this assignment, you will be given a list of different types of sources (book, journal, magazine, Web site, etc.) and asked to correctly site these as if they were in the text of a paper or on a reference list.

Theory & Application Paper (50 points): For this assignment, you will be asked to apply a communication theory to a "real world" event or situation in a **6-7 page** paper. The first 3-4 pages will be a description/discussion of the theory you have selected. The second part of the paper will take the theory a step farther and apply it to a real-life situation or event. We will spend time in class discussing various approaches and directions for this paper. A minimum of **3 academic sources (non-textbook)** is required.*

Cultural Diversity Presentation (30 points): This is a **5-6 minute** oral presentation in which you will examine some aspect of cultural diversity. The Supplemental Materials Packet contains some ideas for how to approach this and we will explore topics in class. Your grade for this assignment will be based on your presentation skills (e.g. organization, transitions, delivery, etc.) as well as the content of the speech. At least **3 credible sources** are required to be cited in the speech.

Communication Ethics Paper (25 points): Communicators in an interpersonal, organizational, public, or mass communication setting, have a responsibility to communicate in an ethical manner. This **2-3 page** paper will explore a communication situation in which the ethics of the message is critically examined. For example, you might such things as a product advertisement, a political campaign ad, or a speech. Several examples of this kind of critique are included in the Supplemental Materials Packet and we will also take some class time to brainstorm ideas for this paper.*

Service Learning Group Plan (10 points) and Presentation (50 points): (See description of these assignments that are included in the *Supplemental Materials Packet*.)

*All papers should follow APA source citation format.

*Papers must be typed and attention should be paid to the crafting of the paper (typos, spelling, grammar, punctuation, sentence structure, organization, etc.)

*Please turn in all papers stapled and without plastic cover or folder. **No emailed papers please.**

*We will be discussing these assignments in more detail in class and you will be given ample opportunity to ask questions to insure that you understand the assignment and what is expected of you.

Policies

Attendance: Because this course requires the students' involvement in class exercises and discussions, attendance is essential. Students are allowed **4 free absences**. After that, **3 points will be deducted for each absence** from the student's total points at the end of the semester. Attendance will be taken at the beginning of each class period and late arrivals are responsible for insuring that their name gets on the attendance sign-up sheet.

Graded Assignments: Students are expected to complete all assignments and turn them in by the beginning of the class period on the specified dates. Due dates for graded assignments are printed in **bold letters** on the daily course schedule. Points will be deducted for late submissions.

Students with Disabilities: Qualified students with disabilities needing appropriate academic adjustments should contact me as soon as possible to insure your needs are met in a timely manner. Handouts are available in alternative accessibility formats upon request.

Diversity

This course encourages different perspectives related to such factors as gender, race, nationality, ethnicity, sexual orientation, religion, and other relevant cultural identities. This course seeks to foster understanding and inclusiveness related to such diverse perspectives and ways of communicating.

Ethics

The course emphasizes ethical practices and perspectives. Above all, students and instructors should strive to communicate and act, both in class interactions and in assigned coursework, in a manner directed by personal integrity, honesty, and respect for self and others. Included in this focus is the need for academic honesty by students as stated by the *UNM Pathfinder*. Students need to do original work and properly cite sources. For example, be aware of plagiarism—directly copying more than 3 or 4 words from another author without quoting (not just citing) the author is plagiarism. Further, course content will encourage ethical practices.

Daily Schedule: We will be following the course as it is outlined in the daily schedule. However, Dr. Hendry reserves the right to make minor adjustments to the schedule as necessary. Students will be given ample, fair notification of any necessary changes.

Welcome to Your Senior Seminar!

Daily Schedule

Aug.

T. 23 Introduction to the Course

Th. 25 Uniquely Human Communication

T. 30 Meet your cohort

Sept.

Th. 1 What Makes Good Communication Theory?
APA Assignment due

T. 6 Applying Communication Theory

Th. 8 Exploring Service Learning

T. 13 Cultural Diversity & American Core Values
Theory & Application Papers due

Th. 15 Public Speaking—A Reminder

T. 20 **Diversity Presentations**

Th. 22 **Diversity Presentations**

T. 27 **Diversity Presentations**

Th. 29 **Diversity Presentations**

Oct.

T. 4 Catch-up and Review

Th. 6 Group Planning Day

T. 11 Sapir-Whorf Hypothesis (or why you just don't say some things)
Service Learning Group Plan due

Th. 13 FALL BREAK—NO CLASS

T. 18 EEOC

Th. 20 A Case Study in Ethics

T. 25 Grad School Anyone?

Th. 27 Group Meeting
Communication Ethics Paper due

Nov.

T. 1 Tough Interview Questions

- Th. 3 Cover Letters and Resumes
- T. 8 Assess Your Program—Let’s Talk
- Th. 10 Group Prep
- T. 15 **Group 1 Presentation**
- Th. 17 NCA—NO CLASS!
- T. 22 **Group 2 Presentation**
- Th. 24 THANKSGIVING—NO CLASS
- T. 29 **Group 3 Presentation**
- Dec.
- Th. 1 **Group 4 Presentation**
- T. 6 **Group 5 Presentation**
- Th. 8 Catch-up and Review
- T. 13 FINALS—NO CLASS