



Course Syllabus

Southern New Hampshire University

COM 421, Communication Theory and Research

Reference # 3014507

Center: Online

10EW4

Class Inclusive dates: 03/01/2010 to 04/25/2010

Instructor Information

Daria S. Heinemann

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517/381-2242 (10 AM – 8 PM EST, M.– Sat. only, please)

“Let us think of education as the means of developing our greatest abilities, because in each of us there is a private hope and dream which, fulfilled, can be translated into benefit for everyone and greater strength for our nation.”

---John F. Kennedy

Textbook

Title: *Communication Research: Strategies and Sources*
Author: Rebecca B. Rubin, Alan M. Rubin, and Linda J. Piele
Publisher: Wadsworth: Cengage Learning
Edition: 7th Edition
Year of Publication: 2009
ISBN Number: 9780495095880

Course Prerequisites

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Course Description

This is the capstone course for all communication majors; it examines research approaches to the field and requires students to perform both primary and secondary research, to write critical essays and to complete a research project.

Grading Policies

Your grade in this class will be determined by the TOTAL number of points earned from written assignment, online discussions and quizzes.

Students are expected to log in to class every 48 hours and check their e-mails for messages and/or updates from the instructor. Announcements will be posted in the course keeping students informed of any changes, important notices, and assignment clarification. Please check the Announcements every time you log in to ensure you are not missing important information.

Below is the rubric that identifies the point value for each assignment required in this class.

Grade	Points	Grade percentage
NIH Training	60 points	6%
Topic Proposal	70 points	7%
Annotated Bibliography	200 points	20%
Literature Review	400 points	40%
Online Discussions (Discussion Board)	8 points (introductions) + 22 points * 6 required	14%
Final Exam	130 points	13%
Total	1000 points	100%
I do not assign work for extra credit		

The official university grading scale appropriate for your course level:

Undergraduate Grading System:

Letter Grade	Suggested Numerical Equivalent	Points
A	95-100	4.00
A-	90-94	3.67
B+	86-89	3.33
B	83-85	3.00
B-	80-82	2.67
C+	76-79	2.33
C	73-75	2.00
C-	70-72	1.67
D+	65-69	1.33
D	60-64	1.00
F	0-59	0.00
I	Incomplete	
IF	Incomplete/Failure*	
W	Withdrawn	

Attendance Policy

Failure to participate during the first week of the course (12:00 AM Monday through 11:59 PM Sunday) will result in automatic withdrawal. Participation is defined as posting activity within a discussion board, wiki, or blog, and/or an assignment submission. Students who do not participate during the first week forfeit their rights to be reinstated into the course.

While Online Education classes are asynchronous, they are **not** correspondence or self-paced. Although only a portion of student's grades are tied to discussion, participation is **mandatory**. Students are expected to login and participate at least 3 times per week, on 3 separate days throughout the term. Extended absences, defined as failure to post into the Blackboard classroom for more than five days, must be coordinated with the instructor. Students who fail to coordinate any such absence with the instructor or who fail to withdraw from the course in accordance with Online's official drop and withdrawal policy will be graded appropriately.

For more specific information, please access Online's official withdrawal policy, found at <https://www.snhu.edu/648.asp> and the [Student Handbook](#)

Administrative Withdrawal Policy

Once a student has missed enough classes that the instructor believes that the student cannot meet the goals of the course within the remaining time frame, the student may be given a failing grade, withdrawn from the course, or be considered for an incomplete *at the instructor's discretion*. Faculty members may give a student a grade of incomplete (I) only if the student and instructor have agreed, in advance, to plan or schedule for completion. Withdrawal is allowed due to lack of attendance or unusual circumstances, not as a method to prevent failing grades. *No withdrawals are permitted during the last week of the term.*

Participation Policy

As ongoing collaboration and dialogue are essential for effective online course delivery, it is imperative that students participate regularly. Those who do not participate regularly according to the guidelines outlined above may receive no credit for participation, and are **subject to course failure** at the discretion of the instructor.

Use of TURNITIN

Please understand that in taking this course your assignments may be submitted to Turnitin.com and reviewed for textual similarity suggestive of plagiarism. All submitted papers are subsequently included as source material in the Turnitin.com database for the purpose of detecting plagiarism in other submitted work. Please review Turnitin.com "terms of use agreement" should you have any questions.

Discussion Board

Each week I will post a question, to which you will be asked to respond thoughtfully with a short critical essay. In addition, you will be required to engage in dialogue and friendly debate with your classmates.

Frequency of Postings

Students will be required to submit *at least 3 postings per forum spread out over 3 separate days*. Posting three times in one day per forum is not an acceptable frequency, the quality of participation and learning increases when postings are spread out over the course of the forum. This method of posting provides a greater ability to synthesize other perspectives, demonstrate and increase student listening skills, and contribute more fully to an evolving discussion.

Quality of Postings

The quality of your responses will be evaluated, not just the quantity. Your postings should draw on the textbook, lectures, your own knowledge, current events, and other resources of your choice and be presented in a form of a short critical essay. You must participate in discussions **IN THE CURRENT WEEK**, which is Monday to Sunday, and you will not receive credit for postings that are submitted to the discussion late. If you do not attend the classroom on the night of the class – you cannot make up that

attendance, so the same idea applies in this online class. While it sounds like a tough requirement, keep in mind that your attendance is widened to any 3 days of the week, and you have 7 of those to choose from. Therefore, if you elect to wait until the last day of the week to complete your Discussion Board, and you lose internet access or get called on an unexpected mission – you will not be allowed to make up missed work with the explanation that you should have started your work earlier in the week.

Things to Avoid

- Excessive use of “I agree” responses without explanation – provide reasoning for agreement or disagreement
- Excessive postings in one forum (informally known as “hogging” the forum)
- The key to success in this area is balance
- Keep in mind that other students will be reading the postings
- Stay on topic and let others share their knowledge
- Lack of respect for divergent opinions - show the respect to others that you would like bestowed on yourself
- Off – topic comments - heading down a new road may be healthy and of value occasionally but try to be mindful of the discussion at hand
- Overly long threads – try to make responses no longer than one to two screen lengths – quality trumps quantity in this area

Discussion Rubric: Grading

14% of the assessment criteria for this course will involve quality and quantity of your participation in the discussion forum. The following is an outline of my expectations for your discussion board postings and how they will be assessed.

- Quantity of postings: A minimum of 3 postings per forum on at least 3 separate days. You need to spread out your postings.
- Discussion contributions are graded on the following points:

Exemplary responses

- Student made at least three postings on the discussion board, two of which were responses to that of a classmate(s).
- Student’s comments were responsive to the discussion threads posted by the instructor.
- Student made substantive comments or questions that significantly enhanced the discussion and served to help move the conversation forward. These included follow-up questions, examples, and new perspectives.
- Student’s comments provided evidence that the participant had read a substantial number of classmates’ postings.
- Student referred to or showed evidence of having read, viewed, or completed the relevant readings, lectures and assignments.
- Student’s postings were constructive, and differences of opinion were expressed in a respectful manner.
- Student’s attendance demonstrated by time stamps in the system shows a minimum of 3 separate days of postings
- Student’s posts demonstrate command of written language (no major spelling or grammar errors)

Satisfactory responses

- Student made at least two postings (one was a response to the main discussion).

- ❑ Student was responsive to the greater part of the discussion threads posted by the instructor.
- ❑ Student made comments or asked questions that contributed to the discussion and helped move the conversation forward. These included at least a few examples of follow-up questions, examples, or new perspectives.
- ❑ Student showed some evidence of having read, viewed, or completed the relevant readings, lectures and assignments.
- ❑ Student's postings were constructive, and differences of opinion were expressed in a respectful manner.
- ❑ Student's attendance demonstrated by time stamps in the system shows a minimum of 3 separate days of postings
- ❑ Student's posts demonstrate command of written language (few major spelling or grammar errors)

Unsatisfactory responses

- ❑ Student made at least one posting of a substantive nature.
- ❑ Student was responsive to at least one discussion thread posted by the instructor.
- ❑ Student's comments provided evidence that the participant had read at least a few classmates' postings or had read, viewed, or completed one of the relevant readings, lectures and assignments.
- ❑ Student's attendance demonstrated by time stamps in the system shows less than 3 separate days of postings

Early Assignment Submission

If a student chooses to work ahead, he/she assumes the responsibility of clear understanding of assignment instructions and his/her assignment will be graded on the same scale as everyone else's work. Therefore, I encourage you to read the instructions for each assignment carefully and clarify any questions with me prior to submitting your work. Please note that if you submit your assignment early, I reserve the right to grade it early and return it to you in a timely fashion. With that said, no "corrections" or "resubmissions" will be allowed after the grade has been assigned. If you submit the assignment, I assume it is your "final work" and will grade it accordingly.

Late Assignments Policy

Late work is generally NOT accepted. I will make exceptions only due to the following four reasons:

- **death** in YOUR immediate family. (Not your best friend's or your boyfriend's. . .),
- life-threatening **illnesses** or emergency surgery,
- **natural disaster** (earthquakes, hurricanes, floods. . .)
- **compelling circumstances** beyond your control (what substitutes a "compelling" circumstance is, ultimately, my call).

If you claim an excused absence, you must furnish documentary support that your absence resulted from one of the four causes listed above. If you know about an excused absence in advance (such as upcoming surgery), you should notify me **in writing** at the beginning of the semester, if possible, outlining the reasons for, and specific date(s) of, your absence. For documentation to be valid, it must be signed by someone in a position to determine the absence's validity (such as a doctor for an illness) and must be dated. Finally, all documentation must be presented to me within three (3) calendar days of your return (login) to class following the absence. After three days, I will count the absence as unexcused and penalize your grade accordingly. ***I reserve the right to verify the legitimacy of all documentation concerning absences.***

Any other reasons are not considered valid. Thus, if you have computer problems, please call your family/friends, go to your local library, use the campus computer center, use your computer at work (please get permission from your boss!), or visit an internet café.

Penalties for Late Work

Unless you have made an arrangement with the instructor regarding your late work as outlined in the “Late Assignments Policy” area, any work submitted after the deadline (11:59 PM EST) will NOT be accepted. Please note that if prior arrangements regarding late work are made, your assignments might still be penalized, so consider working ahead to avoid last minute issues.

Student Conduct

I expect appropriate student conduct in class. Ethical communication rules apply in all interactions: e-mails, discussions, assignments, and/or conference calls. Students who chose not to abide by rules of proper etiquette are subject to disciplinary procedures.

Grade Disputes

In the case that you disagree with an assignment grade, please follow a general procedure:

1. Wait 24 hours before contacting me about your grade. I find that first response to a grade can be very emotional, and I encourage you to “sleep” on it before presenting your argument. This will allow you to think about your assignment more objectively and give you an opportunity to provide me with a sound argument free of emotions and disappointments.
2. Write out the dispute with the grade as clearly and concisely as possible, providing clear claims supported with sufficient and appropriate evidence. Please do not call me to dispute your grade until you have written out your argument and given me time to read and consider it. I will not discuss grade disputes without a written justification of your position.
3. Make a conference call appointment, after you’ve given me your written justification and given me time to read and consider it. This will give you time to explain why the grade is inappropriate.

There is a “statute of limitations” on all grade disputes: you have seven (7) calendar days from the date a graded assignment is returned to you in which to submit a dispute. I will not consider grade disputes made past this deadline unless there are compelling circumstances to do so.

Academic Honesty Policy

Southern New Hampshire University requires all students to adhere to high standards of integrity in their academic work. Academic dishonesty in any form will not be tolerated by the university. Students involved in such activities are subject to serious disciplinary action. This includes course failure, academic suspension, and expulsion from the university.

It is the students’ responsibility to understand what constitutes plagiarism (defined below), guidelines for proper citation, and that ignorance of plagiarism does not and will not constitute an excuse for the behavior.

It is the responsibility of the student to:

- Review the following [document](http://www.plagiarism.org/resources/documentation/plagiarism/learning/complete_resources.doc), courtesy of turnitin.com and research resources: http://www.plagiarism.org/resources/documentation/plagiarism/learning/complete_resources.doc
- Use www.plagiarism.org as a resource throughout the term.
- Contact his or her instructor with any questions or concerns.

Technological tools may be used to detect plagiarism or cheating at the instructor’s discretion.

Definitions of Academic Dishonesty

1. Cheating

- a) The unauthorized use of notes, textbooks, oral, visual or electronic communication, or other aids during an exam, quiz, or other related course assignment.
- b) The copying of the work of another student during an exam, quiz, or course assignment.

2. Plagiarism

- a) The use, whether by paraphrase or direct quotation, of the published or unpublished work of another without full and clear acknowledgement through proper citation format.
- b) The submission of an assignment or parts of an assignment written by someone other than the student, including but not limited to other students, commercial organizations, and electronic sources.
- c) The submission of an assignment which contains an amount of cited and/or paraphrased material that far exceeds the norm.

3. Misrepresentations

- a) The substitution of another student/individual for completion of a course, or during the taking of a quiz, examination or other assignment.

4. Unauthorized collaboration

- a) The sharing of quiz/exam questions or answers with another student without the instructor's permission.
- b) The copying of another student's papers, homework or any assignment without the instructor's permission.
- c) Group collaboration on individual assignments without the instructor's permission.

5. Alteration or fabrication of data

- a) The submission of data not obtained by the student during the course of research.
- b) The deceitful alteration of data obtained by the student during the course of research.

6. Duplication

- a) The submission of the same or similar paper in more than one course without the express permission of the instructor.

7. Participation in or facilitation of dishonest academic activities

- a) The stealing of quizzes or examinations.
- b) The alteration of academic records, including grades.
- c) The sabotaging of the work of another student.
- d) The distribution of materials for the purpose of cheating.
- e) The alteration, forging, or misuse of university-related documents.
- f) The intentional reporting of a false violation of academic integrity.
- g) The offer of a bribe to any university member in exchange for special consideration or favors.
- h) The misuse of university resources, including library resources (print and electronic) and facilities, computer labs, university equipment and networks, etc.

This list is by no means comprehensive, but is representative of any actions completed in the spirit of academic dishonesty for which the university's policy on Academic Integrity might apply. It is the student's responsibility to seek clarification from an instructor if the student has questions about what constitutes academic dishonesty.

ADA/504 Compliance Statement

Southern New Hampshire University is committed to and concerned with meeting the needs of students challenged by physical, sensory, psychiatric and/or learning disabilities. At the beginning of each term, or as soon as you become aware of a disability, we encourage you to request those accommodations which you need to meet your academic goals. To ensure that all of your needs are met, the University

recommends that you meet with one of the following individuals who will assist you in making contact with appropriate faculty members and support services staff regarding accommodations.

For questions concerning compliance matters, grievance or legal issues:

Ms. Jet Goldberg

Director of Wellness Center

603-645-9679

j.goldberg@snhu.edu

For questions concerning support services, documentation guidelines, or general disability issues:

Office of Disability Services

Exeter Hall, Suite 59

Phone: (603)668-2211

Hyla Jaffe, Director, ext. 2386, h.jaffe@snhu.edu

Liz Henley, Disability Specialist, ext. 2118, l.henley@snhu.edu

Assignments & Schedule

Week	Topics	Readings/Assignments/Exams/Due Dates
1	Introduction to Communication Research; Understanding Com Theory	Due: March 7 Readings: Chapter 1, Chapter 9, Chapter 10, Lecture 1 Assignments: print and read syllabus and calendar, complete NIH Training, complete Student Introduction and Online Discussion Board 1
2	Searching the Communication Literature; Understanding Research Design	Due: March 14 Readings: Chapter 2, Chapter 3, Chapter 4, Lecture 2 Assignments: Online Discussion Board 2
3	Research Sources (part 1); Interpersonal Com Theories	Due: March 21 Readings: Chapter 5, Chapter 6, Chapter 11, Lecture 3 Assignments Due: Topic Proposal, Online Discussion Board 3
4	Research Sources (part 2); Group Com Theories	Due: March 28 Readings: Chapter 7, Chapter 8, Lecture 4 Assignments Due: Online Discussion Board 4
5	Writing Research Papers; Mass Com Theories	Due: April 4 Readings: Chapter 12, Lecture 5 Assignments: Annotated Bibliography Online Discussion Board 5
6	Intercultural Com Theories	Due: April 11 Readings: Lecture 6 Assignments: Online Discussion Board 6
7	Final Project Week	Due: April 18 Assignments: Literature Review

8	Finals Week	Final Exam (Comprehensive) You MUST take the test by Friday, April 23!
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Online Course Structure / Blackboard Tools

Your course is organized through Blackboard CourseInfo. Below are the tools in your class, how we will be using them, and expectations associated with each. Take time to acclimate yourself to the tools and contact me if you have questions.

Button	Description	You Should...
Announcements	The Announcements area is used to post day-to-day course details such as the status of or directions for assignments and discussions.	Students are expected to check the announcements on a regular basis, at least every 48 hours.
Course Information	The course syllabus and any supporting documents will be found here.	Students are required to review the syllabus at the start of each term. It is recommended that the syllabus be downloaded for future reference.
Course Documents	The Course Documents area will contain course lecture, readings, activities, and evaluations. This section should also contain a checklist summary of assignments for the module. Additional links, resources, etc. are posted within the folders on occasion.	Students are expected to check this area at the start of each module and throughout the module week to review course materials.
Communications	<i>Email</i> – Email is to be used sparingly. The primary communication tool areas for the course include announcements, discussion forums and small group areas.	It is required that the use of email be limited to comments and questions of a personal or sensitive nature.
	<i>Discussion Board Forums</i> - The threaded discussion forums will be the primary area for discussion and collaboration throughout this class.	Students are expected to participate and contribute on a regular basis. Refer to the Discussion Rubric, Participation Policy, Attendance Policy and Grading Policy sections for detailed information on student expectations.
	<i>Group Pages</i> - This area is used for small group and one-on-one activities as directed.	Students will work in these areas when small group work is assigned.
Student Tools		Please refer to your Blackboard Student Manual for information on the tools located in this area (Grades, for example).

Faculty	Instructor information is located in this area.	Students can access Instructor background and contact information here.
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General Expectations/ Housekeeping Information and Any Other Supplemental Information

- All papers should be submitted through the appropriate Assignment in Blackboard by the stated due date using Microsoft Word or similar word processing format. The length of the paper is defined by instructor and should follow APA formatting guidelines.
- All assignments must be submitted to the appropriate Assignment in Blackboard by 11:59 PM Eastern Standard Time (EST) on the date it is due.
- Any written assignment submitted in the course is expected to have a standardized look. Your name, contact information, and assignment title must be listed at the top of your submission. All work is required to be completed in Times New Roman size 12 font, be double-spaced, and saved in a DOC or RTF format.
- *Please save your file with your name and assignment title* (detailed instructions are included with each assignment description). It is the student's responsibility to submit correct work, thus, if a wrong file is attached and submitted, the instructor reserves the right not to accept the assignment or assess late work penalties as appropriate.
- Since this course is offered online, the holidays will not automatically delay the assignments. If NO ANNOUNCEMENT is posted regarding the extension of the deadline for any assignment, please consider the due date on the Syllabus valid, and submit the work accordingly.

Off Campus Library Services

Off-Campus Library Services (OCLS) has been established to provide holdings, materials, and services for faculty and students at continuing education centers and in distance education programs. A barcode is required to access materials. To obtain your barcode you can access a request form online. For further information or inquiries please contact Off-Campus Services Librarian Ed Daniels at

ocls@minerva.snhu.edu or go to <http://www.snhu.edu/library.asp>

Fax: 603-645-9685 attn: OCLS

Phone: 603-645-9605 ext. 2163

Library Resources Statement: In addition to the intellectual resources available on site and online (<http://www.snhu.edu/library.asp>), Shapiro Library makes available group and one-on-one instruction in information literacy, enabling students to define and articulate what knowledge-based resources are relevant to their research interests. Library staff are available to assist students in effectively and efficiently accessing information from credible sources, to compare new knowledge with prior beliefs, and to consider the related ethical, legal, and socio-economic issues that are inherent in scholarly investigation.

Technical Support

Support for technology and Blackboard software issues can be found at

<http://d2.parature.com/ics/support/default.asp?deptID=8141> or by dialing SNHU 24/7 Live Support at 1-877-708-2909.

Copyright Policy

Southern New Hampshire University abides by the provisions of the United States Copyright Act (Title 17 of the United States Code). As defined by Federal Copyright Law (title 17, U.S. Code) 'Work for Hire', SNHU maintains ownership over course materials created under agreement. Any person who infringes

the copyright law is liable. The Copyright Policies can be secured from the Library Director and is accessible (under Guides/Tutorials) on the Shapiro Library Web pages. For SNHU guidance on copyright questions go to <http://www.snhu.edu/2876.asp>

References

Quotations book. Retrieved January 22, 2010 from <http://quotationsbook.com/quote/11953/>