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Course Syllabus

University of North Texas at Dallas

SP 2022 SYLLABUS

COMM 1010-0002 Introduction to Communications

Department of **Communication** **School of** **Liberal Arts and Sciences**

Instructor Name: **Rich Strong**

Office Location: **FH 205**

Office Phone:

Email Address: **Richard.Strong@untdallas.edu**

Office Hours: **TR 09:00 – 10:00; 11:30 – 01:00, other hours available via Zoom or Teams**

Course Format/Structure: **F2F, some hybrid possible**

Classroom Location: **FH 304**

Class Meeting Days & Times: **MW 01:00 – 02:20 PM**

Course Catalog

Description:

Prerequisites: n/a

Co-requisites: n/a

- Edwards, A., Edwards, C., Wahl, S. T., & Myers, S. A. (2016). *The communication age: Connecting and engaging*. Thousand Oaks, CA: Sage. (ISBN: 978-1-4833-7370-6)

Required Text:

- Access to a computer with Microsoft Word and PowerPoint, Adobe Flash, and a printer.

Recommended Text and References:

- American Psychological Association. (2010). *Publication manual of the American Psychological Association*, (6th ed.). Washington, D.C.: American Psychological Association. (ISBN: 978-1-4338-0562-2)
- OWL Purdue Online Writing Lab at
- Additional readings and materials may be supplied in class or posted to Blackboard.

UNT Dallas Library: (Founders Hall)

phone: (972) 780-1616

web: <http://www.untDallas.edu/libraryLinks to an external site.>

e-mail: Library@untDallas.edu

Access to Learning Resources:

UNT Dallas Bookstore: (Building 1)

phone: (972) 780-3652

web: <http://www.untDallas.edu/bookstoreLinks to an external site.>

e-mail: untDallas@bkstr.com

Course Goals or Overview: The goals of this course are as follows -

- To increase familiarity with the fundamental principles of various forms of communication.
- To increase understanding of a variety of concepts central to the study of communication.
- To teach students how to identify the structures, functions, and dynamics of various forms of communication.
- To exercise creative, critical, clinical, and analytical thinking and evaluation skills in simulations, exercises and case studies of communication.
- To build awareness of the diversity of participants in communicative processes and the relationship of diversity to the processes and outcomes of communication.

Learning Objectives/Outcomes: At the end of this course, students will be able to:

- 1 Apply the principles of human communication including perception, verbal communication, nonverbal communication, listening, and audience analysis.
- 2 Demonstrate how to establish and maintain relationships using interpersonal communication.
- 3 Apply small group communication skills including problem solving, group roles, leadership styles, and cohesiveness.
- 4 Recognize how to communicate within diverse environments.
- 5 Develop, research, organize, and deliver formal public speeches.

BASIC OVERVIEW: This is going to be a “survey” class, or a class that covers a wide variety of topics within sixteen weeks. I am fond of changing things up at times to accommodate new news stories and new developments, because the possibilities are endless.

ASSIGNMENTS: Again, variety. Not just papers. Not just presentations. You’ll see.

THE BOOK: You need it. Invaluable advice on communicating across generations, and good resume and online job search techniques.

POLICIES – ATTENDANCE: In my classes, I give everyone three free classes before another miss brings your grade down. The fourth missed class, for example, will lower your grade a third of a letter from – again, example – a B to a B-. A fifth missed class brings it from a B- to a C+.

POLICIES – YOU’RE SICK: It happens. Email me first before the class. An email after the class doesn’t count. A couple of missed sick days on top of your three free days won’t bother me. Much beyond that, and we have to talk.

POLICIES – LATE WORK: Sure, I accept it, but it’s an automatic 25 percent penalty for each class period the item in question is late. So a 100 becomes a 75 if it’s turned in one class period behind. Then it becomes a 50 if it’s two class periods behind. **DUE DATES ARE CLEARLY MARKED IN THIS SYLLABUS, AND REMINDERS ARE PROVIDED ON CANVAS.** Some assignments will be turned in via Canvas, but some will require more preparation, especially visuals, audio and graphics (I teach all that).

ASSIGNMENTS: The ins and outs of what you’re expected to do

Again, this class covers a lot of ground. So I’ve taken pretty good leeway with the depth and breadth of assignments in here. Most are, I hope, fun.

1) The “future of the spoken/written word” paper. Do we even know what the future of the spoken/written word is? It might surprise you. Some experts predict entire languages based on emojis, while others say text

will be what we do all the time, with people texting each other while they sit next to each other. And they do that already!

2) The informational speech. This is group, and this is not a public speaking class. You'll have class time to work on this, so pack a laptop for research.

3) The public relations or advertising case study. Your choice. Find an example of horrible PR or advertising, and one of excellent PR or advertising. The Pepsi ad with Kendall Jenner always gets frowned upon by students. And "Coolest Monkey In The Jungle" on the Bennetton sweatshirt is a real disaster. The good stuff? I always liked the ad the Jamaican government took out during 9/11 – "we weep with you, America." And when America was ready to party in Jamaica, back they went!

4) Persuade me. Of something, Anything. What format you use is up to you.

5) Your resume. We'll go one farther by having you build a free LinkedIn account with hashtags so the bots can find you, and linking to me. Point is this: you want automated resume robots to find you, not just spend your time applying for jobs.

6) The Overcommunicated World paper. Fun to write, and fun to do. This is all personal reflection.

7) Final Speeches. Solo speeches, on you, can be anything. Be creative! I value creativity in this class as much as anything.

THE INFORMATIONAL SPEECH PROJECT IS GROUP. ALL OTHER PROJECTS ARE INDIVIDUAL.

COMM 1010-0002 CALENDAR

SP 2022

FH 308, MW 01:00 – 02:20

STRONG

DAY	DATE	TOPIC	DUE	NOTES
Monday		First day: syllabus, attendance, other policies		
Wednesday		Aristotle and the founding of critical thinking in communication		
Monday			NO	CLASSES

Wednesday	Johannes Gutenberg and the invention of movable typography		
Monday	Marshall McLuhan and modern media theory		
Wednesday	The future of communication		
Monday	The human attention span		
Wednesday	Extemporaneous speech	Future of the spoken word paper	
Monday	Choosing a speech topic		
Wednesday	More extemporaneous speech advice		
Monday	PowerPoint and multimedia for public speakers		
Wednesday	GROUP SPEECHES (2 PER GROUP)	Informational presentations	
Monday	Advertising disasters		
Wednesday	PR messaging and PR disasters		
Monday	Issues in branding and consumer knowledge		
Wednesday	Trolls		
Monday	Interpersonal Communication	PR/Advertising case studies (choose one)	
Wednesday	Personality Testing		
Monday	SPRING BREAK	NO	CLASSES
Wednesday	SPRING BREAK	NO	CLASSES
Monday	Persuasive techniques		
Wednesday	The “lying media”		

Monday	Resumes		
Wednesday	Job searches and LinkedIn	Persuade me (of something)	
Monday	The politics of selfies		
Wednesday	Generational issues (part one)	Resume and LinkedIn profile	
Monday	Generational issues (part two)		
Wednesday	Generational issues (part three)		
Monday	Logical fallacies		
Wednesday	The Overcommunicated World		
Monday	Audience analysis	Overcommunicated World paper	
Wednesday	Meetings and productivity (or the lack of it)		
Monday	The digital divide		
Wednesday	Media literacy	DUE: FINAL PRESENTATIONS	
Monday	FINAL GRADES	DUE	MIDNIGHT

WHAT IT'S ALL WORTH:

PROJECT	POINTS	PERCENT
Future of the spoken word paper	100	10
Informational presentations	150	15

PR/Advertising Case Studies	100	10
Persuade me	150	15
Resume	150	15
Overcommunicated World paper	100	10
Final presentations	250	25
TOTAL	1000	100

GRADING SCALE:

GRADE	POINTS
A	900-1000
B	800-899
C	700-799
D	600-699
F	> 599

University Policies and Procedures:

Students with Disabilities (ADA Compliance): The University of North Texas at Dallas makes reasonable academic accommodation for students with disabilities. Students seeking accommodations must first register with the Disability Services Office (DSO) to verify their eligibility. If a disability is verified, the DSO will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, DSO notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet/communicate with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Disability Services Office website at <http://www.untDallas.edu/disability> [Links to an external site.](#). You may also contact them by phone at 972-338-1777; by email at UNTDdisability@untDallas.edu or at Founders Hall, room 204. (UNTD Policy 7.004)

CoursEval Policy: Student's evaluations of teaching effectiveness is a requirement for all organized classes at UNT Dallas. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider students' evaluations to be an important part of your participation in this class.

Assignment Policy: According to the instructor's discretion while working in concert with the division/program's guidelines).

Exam Policy: (*Discuss any special instructions relating to exams-sample given*): Exams should be taken as scheduled. No makeup examinations will be allowed except for documented emergencies (See Student Handbook).

Academic Integrity: Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to the Student Code of Academic Integrity (Policy 7.002)

at http://www.untDallas.edu/sites/default/files/page_level2/pdf/policy/7.002%20Code%20of%20Academic_Integrity.pdfLinks to an external site. Refer to the Student Code of Student Rights, Responsibilities and Conduct

at http://www.untDallas.edu/sites/default/files/page_level2/hds0041/pdf/7_001_student_code_of_conduct_may_2014.pdfLinks to an external site. Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students. In addition, all academic work turned in for this class, including exams, papers and written assignments must include the following statement: "*On my honor, I have not given, nor received, nor witnessed any unauthorized assistance that violates the UNTD Academic Integrity Policy.*"

Bad Weather Policy: Campus facilities will close and operations will be suspended when adverse weather and/or safety hazards exist on the UNTD campus or if travel to the campus is deemed dangerous as the result of ice, sleet or snow. In the event of a campus closure, the Marketing and Communication Department will report closure information to all appropriate major media by 7 a.m. That department will also update the UNTD website, Facebook and Twitter with closing information as soon as it is possible. For more information please refer to <http://www.untDallas.edu/police/resources/notifications>Links to an external site.

Attendance and Participation Policy: The University attendance policy is in effect for this course. Please refer to Policy 7.005 Student Attendance at <http://www.untDallas.edu/hr/upo>Links to an external site.

Diversity/Tolerance Policy: Students are encouraged to contribute their perspectives and insights to class discussions. However, offensive and inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Dean of Students as the instructor deems appropriate. (UNTD Policy 7.001)