

COM 202: Introduction to Communication II

MW 2:30-4:20 PM

CMU 326

TTh 2:30-4:20 PM

CMU 104

Instructor Contact Info:

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CMU 340L

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Office hours by appointment

Course description and goals:

“Fish,” the old proverb declares, “will be the last to discover the water.”

The aim of this course is to help you discover something just as ubiquitous to humans as water is to fish: Communication. To that end, this course will offer a survey of the ways that communication connects to a number of domains, including how we make decisions, how we view ourselves, how we engage with our culture, how we manage our bodies, and how we group together.

Of course, a reasonable person might ask the following: If communication is so ubiquitous, if it is such an essential piece of the human experience, what can we possibly learn by looking at it closely, carefully, and systematically? Quite a lot, actually, if only because communication often goes awry! We send messages we don't intend, we misinterpret well-intentioned messages, our old approaches to communicating are challenged by new communication technologies, and so on. Despite our immersion in the “water” of communication, we are regularly confronted with instances when communication simply fails. But, as we shall see throughout this course, such failure is not necessarily a bad thing, because all of these instances are instructive. They offer an opportunity both for analysis (to figure out *what* exactly went wrong) and for self-improvement (to correct our mistakes).

By the end of this course, you will be able to...

- Analyze communication and identify where problems have occurred.
- Recognize how your perceptions of yourself and others are shaped through communication and have strategies for overcoming stereotypes and other misperceptions.
- Better understand the ways we make sense of language and how our various “codes” fit together to produce complex messages.

- Assess the most critical aspects your relationships with others.
- Develop a richer, more complex view of your relationship to mediated communication.
- Identify how computer-mediated communication differs from other forms of communication.
- Develop a perspective for making effective choices about using media of all kinds.
- Better understand the online information environment.

This course is NOT:

This is not a course for improving your conversational English. Proficiency in reading, writing, and speaking English is assumed as a prerequisite for this course.

Course Website:

The course website can be found at <https://canvas.uw.edu/courses/1145718>

All assignments, grade postings, and the like will be managed through this website. It is your primary contact with course content outside of class, and as such, you should consult it regularly.

Required Text:

There is no required text. From time to time, brief readings may be placed online at the class website. An announcement will be made in class when this occurs. Students should finish the reading, if there is any, before they come to class.

Assignments and Grading:

Assignments:	Contribution to Final Grade:
Short Assignments (x4)	20%
Participation	10%
Exam 1	20%
Exam 2	20%
Final Exam	30%
Total	100%

Overview of Assignments:

- **Short Assignments:** Every week, with the exception of the first week, there will be some short assignment due. The form of the assignment will vary from week to week: examples include writing a short response essay or analyzing your own social network.

Instructions for each week's assignment will be made available on the course website.

- **Class Participation:** Attentive participation in class discussions and activities is essential for a robust educational environment. You are expected to actively ask questions and speak up during lecture and discussion activities. Also, there will be in class activities upon which you are evaluated.
- **Exams:** There will be three exams. Dates are specified in the following class schedule. Each of the first two exams has 14 multiple choice questions (1 point each) and two short answer questions (3 points each). Students are expected to finish it within 90 minutes. The third exam is the final exam which has 27 multiple-choice questions (1 point each), three short answer questions (1 point each), and three bonus questions (1 point each). Students are expected to finish the final exam within 90 minutes.

Class Schedule:

Week 1	Topic	Reading	Assignment Due
Th 7/20	<ul style="list-style-type: none"> • Introduction • Models of communication 		

Week 2	Topic	Reading	Assignment Due
Mon 7/24	<ul style="list-style-type: none"> • Characteristics of communication • Perceiving the self and others 		
Tu 7/25	<ul style="list-style-type: none"> • Mass communication and advertising • Selective processes 		
Wed 7/26	<ul style="list-style-type: none"> • Message processing • System1 and System 2 	Browse "featured names" of namebase.com	

Th 7/27	Message processing <ul style="list-style-type: none"> • Priming • Framing • Essay #1 introduced 	Tversky & Kahneman, "The framing of decisions and the psychology of choice"	Short assignment #1
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Week 3	Topic	Reading	Assignment Due
Mon 7/31	Exam #1		
Tu 8/1	Language	Austin & Sallabank, Selections from <i>The Cambridge Handbook of Endangered Languages</i> Ladefoged, "Another view of endangered languages"	
Wed 8/2	Language, culture, and social change		
Th 8/3	Nonverbal communication	Selection from Nierenberg, <i>How to Read a Person Like a Book</i>	Short assignment #2

Week 4	Topic	Reading	Assignment Due
Mon 8/7	Exam #2		

Tu 8/8	<ul style="list-style-type: none"> • Nonverbal communication • Power 		
Wed 8/9	<ul style="list-style-type: none"> • Privacy • New/old media 		
Th 8/10	<ul style="list-style-type: none"> • Key concepts of new media • Multitasking • Information overload 		Short assignment #3

Week 5	Topic	Reading	Assignment Due
Mon 8/14	Social network analysis		
Tu 8/15	<ul style="list-style-type: none"> • Big data • Surveillance 		
Wed 8/16	Review session		Short Assignment #4
Th 8/17	Final exam		

Email Policy:

Email is a double-edged sword. While it offers many conveniences as a medium of communication, those same conveniences can also foster miscommunication. To facilitate clear and useful communication, please attend to the following policies:

- I will only answer email between 9:00 AM and 6:30 PM.
- Please allow for up to 48 hours for me to respond. Generally, such a time frame will not be necessary, and I should usually respond within 24 hours, but contingencies can arise, so it is best to plan for them.
- Email is *formal* communication, and I expect it to be composed as such. Please include a clear subject heading (including the course number); proper spelling, grammar and punctuation; and an appropriate salutation, valediction, and signature. Without these elements, I may not be able to adequately respond to your email. For example, it can be difficult or impossible to answer an emailed question if the email fails to indicate the identity of its author.
- Please be aware that I cannot disclose your grade via email. If you wish to discuss grade-related matters, please come to office hours or see me after class.

- Questions whose answer can be found in the syllabus or on the course website will be considered my lowest priority. It is to your benefit to carefully examine both the syllabus and the website *before* emailing me.

Academic Integrity:

Any violation of academic integrity (e.g., cheating, plagiarism) will result in a score of zero for that assignment and disciplinary action by the University. In cases of academic work copied from one student by another, this policy applies both to the student copying and the student who allowed their work to be copied. If you are at all unclear about what constitutes plagiarism or any other violation of academic integrity, please consult:

<http://depts.washington.edu/grading/issue1/honesty.htm>

<http://depts.washington.edu/pswrite/plag.html>

Accommodation of Disabilities:

To request academic accommodations due to a disability, please contact Disabled Student Services: 011 Mary Gates, Box 352808, tel. 206-543-8924, <uwdss@uw.edu>. If you already have a letter from Disabled Student Services indicating that you have a disability requiring academic accommodations, please present this letter to me as soon as possible.