Proposal Form For Addition And Revision Of Courses

1. Proposing College / School: Liberal Arts
   Department: Communication & Journalism

2. Course Prefix and Number: CMJN 2100
3. Effective Term: Spring 2014

4. Course Title: Concepts in Communication & Journalism
   Abbreviated Title (30 characters or less): Concepts of CMJN

5. Requested Action:
   - [ ] Renumber a Course
   - [ ] Add a Course
   - [x] Revise a Course

6. Course Credit:
   
<table>
<thead>
<tr>
<th>Contact/Group Hours</th>
<th>Scheduled Type</th>
<th>Weekly or Per Term?</th>
<th>Credit Hours</th>
<th>Anticipated Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum Hours</td>
<td>3</td>
<td>lecture/lab</td>
<td>wkdly</td>
<td>3</td>
</tr>
<tr>
<td>(Repeatability)</td>
<td>3</td>
<td></td>
<td>200</td>
<td></td>
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</tbody>
</table>

   Total Credit Hours: 3

7. Grading Type:
   - [x] Regular (ABCDF)
   - [ ] Satisfactory/Unsatisfactory (S/U)
   - [ ] Audit

8. Prerequisites/Corequisites:
   Use "P:" to indicate a prerequisite, "C:" to indicate a corequisite, and "P/C:" to indicate a prerequisite with concurrency.
   P: none

9. Restrictions: List specific restriction in space above.
   - [ ] College
   - [ ] Major
   - [ ] Standing
   - [ ] Degree

10. Course Description:
    (20 Words or Less; exactly as it should appear in the Bulletin)
    Introduction and overview of the basic forms and principles of human, group and media communication.

11. May Count Either
    - [ ] or
    (Indicate if this particular course cannot be counted for credit in addition to another)

12. Affected Program(s):
    (Respond "N/A" if not included in any program; attach memorandum if more space is required)
    | Program Type | Program Title             | Requirement or Elective? |
    |--------------|---------------------------|--------------------------|
    | major        | COMM, JRNL, PRCM, RTVF   | required                 |

13. Overlapping or Duplication of Other Units' Offerings:
    (If course is included in any other degree program, is used as an elective frequently by other unit(s), or is in an area similar to that covered by another college/school, attach correspondence with relevant unit)
   - [ ] Applicable
   - [x] Not Applicable
14. Justification: We created this course as lecture only. During Spring 2013 we experimented with lecture + discussion lab, and are very pleased with the results. Students are required to write weekly essays that apply communication concepts learned in lecture. The essays and ensuing discussions give students an additional -- and somewhat better -- opportunities for thinking critically about concepts.

(Include a concise, yet adequate rationale for the addition/revision of the course, citing accreditation, assessments (faculty, graduate, and/or external) where applicable)

15. Resources: No new resources needed. The course is taught with existing faculty and GTAs, using existing classrooms.

(Indicate whether existing resources such as library materials, classroom/laboratory space, and faculty appointments are adequate to support the proposed addition/revision; if additional resources are required, indicate how such needs will be met, referencing the appropriate level of authorization -- i.e.: Dean -- where necessary; if no additional resources or shifting of resources will be necessary, respond "Not Applicable")

16. Student Learning Outcomes:

(State in measurable terms (reflective of course level) what students should be able to do when they have completed this course)

17. Course Content Outline:

(Provide a comprehensive, week-by-week breakdown of course content, including assignment due dates)

18. Assignments / Projects:

(List all quizzes, projects, reports, activities and other components of the course grade -- including a brief description of each assignment that clarifies its contribution to the course's learning objectives)

19. Rubric and Grading Scale:

(List all components of the course grade -- including attendance and/or participation if relevant -- with point totals for each; indicate point totals and ranges or percentages for grading scale; for S/U grading, detail performance expectations for a passing grade)

20. Justification for Graduate Credit: n/a

(Including below are standard statements regarding course policies. If necessary, a statement may be altered to reflect the academic policies of individual faculty members and/or the academic unit or department, provided that there is no conflict with the Tiger Cub, Faculty Handbook, or any existing university policy.)

POLICY STATEMENTS

Attendance: Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence.

Excused Absences: Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student's immediate family, the death of a member of the student's immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoenaa for a court appearance, and religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request, and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absence, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please see the Tiger Cub for more information on excused absences.

Make-Up Policy: Arrangement to make up a missed major examination (e.g., hour exams, mid-term exams) due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absence(s). Except in unusual circumstances, such as the continued absence of the student or the advent of university holidays, a make-up exam will take place within two weeks of the date that the student initiates arrangements for it. Except in extraordinary circumstances, no make-up exams will be arranged during the last three days before the final exam period begins.

Academic Honesty Policy: All portions of an Auburn University student academic honesty code (Title XII) found in the Tiger Cub will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.

Disability Accommodations: Students who need special accommodations in class, as provided for by the Americans With Disabilities Act, should arrange for a confidential meeting with the instructor during office hours in the first week of classes (or as soon as possible if accommodations are needed immediately). The student must bring a copy of their Accommodation Letter and an Instructor Verification Form to the meeting. If the student does not have these forms, they should make an appointment with the Student Disability Services, 1288 Haley Center, 844-2098 (VITT).
Attached please find additional material requested for the UCC review of CMJN 2100: Concepts in Communication & Journalism.

The course was offered first in Spring 2012. By the end of the term it was clear that the educational goal of introducing students to our academic discipline might be enhanced through the incorporation of discussion labs. With permission from Dr. Constance Relihan, who gave us one-time permission to teach CMJN 2100 with discussion labs during the Spring 2013 semester, we experimented with the different teaching model. The syllabi for both classes are attached to this memo.

The use of discussion labs has been a significant improvement. The writing and participation requirements require students to actively engage with the material. Through observations in both lecture and discussion labs, I note that students ask more informed questions and grasp the material more readily. Weekly meetings with the GTAs who teach the discussion labs indicate that students
CMJN 2100 Course Syllabus (Spring 2012)
Lecture only

Jan. 10: Orientation
Jan. 12: What is communication? The transmission model (Read: Trenholm, ch. 2; Classroom Etiquette; Plagiarism)
Jan. 17: What is communication? The social constructivist model
Jan. 19: What is communication? The patterned, pragmatic model
Jan. 26: Rhetoric and Communication: guest lecturer: Dr. Emmett Winn (Read: Dues & Brown, chs. 1, 2)
Jan. 31: Rhetoric and Communication: guest lecturer: Dr. Emmett Winn (Read: Dues & Brown, ch. 3)
Feb. 2: Social Science and Communication (Read: Dues & Brown, ch. 4)
Feb. 7: Social Science and Communication (Read: Dues & Brown, ch. 5)
Feb. 9: no class, in lieu of class we'll have EXAM ONE (5:00 pm - 7:00 pm, 238 Biggin Hall)
Feb. 14: Encoding messages: Language (Read: Trenholm, ch. 4; Philipsen; Quinqua)
Feb. 16: Encoding messages: Social Identity
Feb. 21: Encoding messages: Nonverbal communication (Read: Trenholm, ch. 5; Chen)
Feb. 23: Decoding messages: Listening (Read: Trenholm, ch. 3)
Feb. 28: Visual communication (Lester, McCloud)

MIDTERM: LAST DAY TO DROP A CLASS WITHOUT A GRADE
Mar. 1: Visual communication (Lester)
Mar. 6: Communication Contexts: Interpersonal communication (Read: Trenholm, ch. 6)
Mar. 8: Communication Contexts: Interpersonal communication
Mar. 13, 15 SPRING BREAK
Mar. 20: Communication Contexts: Small group communication (Read: Trenholm, ch. 7)
Mar. 22: Communication Contexts: Organizational communication (Read: Trenholm, ch. 8)
Mar. 27: no class, in lieu of class we'll have EXAM TWO (5:00 pm - 7:00 pm, 238 Biggin Hall)
Mar. 29: Communication Contexts: Mass Media (Read: Trenholm, ch. 11)
Apr. 3: Communication Contexts: Mass Media
Apr. 5: Communication Contexts: Journalism (Read: Kovach & Rosenstiel, chs. 1-6)
Apr. 10: Communication Contexts: Journalism (Read: Kovach & Rosenstiel, chs. 7-11)
Apr. 12: Communication Contexts: Intercultural communication (Read: Trenholm, ch. 12)
Apr. 17: Communication Contexts: Public Relations (Read: The Challenge of Public Relations)
Apr. 19: Communication Contexts: Public Relations
Apr. 24: Looking back, looking forward

FINAL EXAM: Wednesday, May 2, 8:00-10:30 am

CMJN 2100: Concepts in Communication & Journalism

Discussion Lab syllabus (for all discussion labs)
All policies included in the CMJN 2100 syllabus apply to discussion sessions.
Reminder: Students may not use personal technology during the class session, and cell phones must be turned OFF. If you use technology during discussion lab or if your technology disrupts class in any way, you will lose all participation points for that day.

Discussion Lab Description:
Each Friday we will discuss the material explained by Dr. Brinson in that week’s lectures. The discussion lab grade is based on three elements: reflection papers, participation, and attendance.
The student’s final grade in CMJN 2100 is comprised of three exam scores, plus the final grade in her/his discussion section. Thus, the student’s overall grade in the discussion lab represents 25% of the final grade in CMJN 2100.

Reflection Papers: 130 points

Students are required to write reflection papers. The educational goal of the reflection papers is to give
students the opportunity to think about the subjects covered in lecture that week and their "real world" applications.

Each class meeting students will be assigned a "research question" that must be answered in the reflection papers due the following week. Each paper must be 2 full pages, typed, Times/New Roman 12 pt font, 1" margins, double spaced. The paper should include only the student's name at the top of the paper, and must be stapled. (Automatic loss of one point if the paper either contains more than the student's name at the top or isn't stapled.)

The reflection papers are evaluated on the quality of the student's answer to the research question and the quality of writing.

Each reflection paper is worth 10 points. Students are expected to submit the papers at the beginning of each Friday class.

1) If a student misses class as a result of an excused absence, s/he will be allowed to submit the paper late. The student will be required to submit the paper within 7 calendar days of the missed class, and must submit a hard copy of the paper directly to the GTA along with the excuse. In other words, you're required to submit both the excuse and the paper at the same time. The GTA will verify the excuse before grading the paper.

2) If you attend your discussion section but fail to submit the paper, you will have one hour for late submission (by 10:00 am if you're in an 8:00 section; by 5:00 pm if you're in a 3:00 section). The paper will be accepted if you submit within that hour, but you will lose one letter grade for late submission. If you fail to submit the paper within that one hour, the paper will not be accepted and you will receive a zero on the assignment.

3) Students who know they will miss a discussion lab as a result of a university-related event are required to submit the reflection paper via email by the beginning of class on the assigned due date. (Example: If your discussion lab meets at 8:00 am, you're required to email submit the paper to your GTA by 8:00 am on the due date.) Your GTA will acknowledge receipt of the paper by email. If you do not receive an email receipt from your GTA, it was not delivered successfully. It is the student's responsibility to make certain the paper was delivered electronically. Students who know they will miss a class but fail to submit the reflection paper will not be allowed to submit the paper late.

4) Students who submit all 14 papers will be allowed to drop the lowest grade.

**Participation: 130 points**

Participation: Students are expected to participate in class discussions and will be evaluated according to their participation. Each discussion class day is worth 10 participation points.

The criteria used to evaluate participation points will include (but are not limited to) the student's active, vocal participation that makes substantive contributions to the discussions; asking questions that both are directly relevant to the material and seek clarification; nonverbally communicating that the student is engaged with the discussion.

**Attendance:**

Students are expected to attend discussion lab every Friday. The same attendance policy in the lecture applies to the lab, with the following exception: Students are allowed one unexcused absence in the discussion lab. Two or more unexcused absences in the discussion lab will result in the loss of 1 (one) percentage point per unexcused absence from the final discussion lab grade.

**Example:** A student has an 81% at the end of the term and three unexcused absences in the discussion lab. One of the absences is excused, thereby leaving two unexcused absences. Each unexcused absence results in the loss of one percentage point from the final discussion lab class. Thus 81% - 2% = 79%. The student's final grade in CMJN 2100 will be calculated based on his/her three exam scores, plus the 79%.

2) Students are required to submit excuses for a missed class within one week (7 calendar days) of the date on which the absence occurred. Excuses will not be accepted after one week, except in extreme
circumstances. Excuses must contain the original signature of the attesting official (physician, judge, social worker), and must provide the name of a contact person (nurse, assistant, etc.). The explanation must contain at least 2 phone numbers for contacting the attesting person. In the case of the death of an immediate family member only (parent, grandparent, sibling), the student must provide the obituary and funeral program. Excuses from family members will not be accepted.

**Be aware that Auburn University considers falsifying an excuse a form of academic dishonesty.**

Discussion Lab Grades:

Reflection papers: 130 points  
Participation: 130 points  
TOTAL: 260 points

A = 234-260 (90%-100%)  
B = 208-233 (80%-89%)  
C = 182-207 (70%-79%)  
D = 156-181 (60%-69%)  
F = 155 or fewer points (59% or less)
CMJN 2100 Course Syllabus (Spring 2013)
Lecture/Discussion Labs

Jan. 10: Orientation (Read: Classroom Etiquette; Plagiarism; Paul)

Jan. 11: Discussion Lab: Orientation

Jan. 15: What is communication? The transmission model (Read: Trenholm, ch. 2)

Jan. 17: What is communication? The social constructivist model

Jan. 18: Discussion Lab: Communication models Reflection paper question: How do you apply the Psychological model to an interpersonal conversation you recently had?

Jan. 22: What is communication? The patterned, pragmatic model

Jan. 24: Encoding communication: Language (Read: Trenholm, ch. 4; Quinqua)

Jan. 25: Discussion Lab: Language in Everyday Communication Reflection paper question: How does language identify you as a member of a group?

Jan. 29: Encoding communication: Social Identity (Read: Philipsen)

Jan. 31: Encoding communication: Nonverbal (Read: Trenholm, ch. 5; Chen)

Feb. 1: Discussion Lab: Communicating Nonverbally Reflection paper question: What messages do nonverbals communicate?

Feb. 5: Decoding communication: Listening (Read: Trenholm, ch. 3)

Feb. 7: Decoding communication: Visual Communication (Read: Lester)

Feb. 8: Discussion Lab: Hearing v. Listening Reflection paper question: How do listening and hearing differ?

Feb. 12: Communication Contexts: Interpersonal Communication (Read: Trenholm, Ch. 6)

Feb. 14: Communication Contexts: Interpersonal Communication (Read: Turkle)

Feb. 15: Discussion Lab: Communicating Visually Reflection paper question: Should this photograph have been published? (You need to go to Assignments>5:Visual Communication for additional information regarding this assignment.)

Feb. 19: EXAM ONE (optional review session for exam one is Feb. 17, 6:00-8:00 pm, HC 2370)

Feb. 21: Communication Contexts: Small Group Communication (Read: Trenholm, Ch. 7)

Feb. 22: Discussion Lab: What is your interpersonal style of communication? Reflection paper question: Which interpersonal conflict management strategies do the characters in this video clip use? (Go to Assignments > 6: Interpersonal Communication for additional information required this assignment.)

Feb. 26: Communication Contexts: Rhetoric (Read: Trenholm, Ch. 9)

Feb. 28: Communication contexts: Intercultural communication (Read: Trenholm, ch. 12; "Photo of Woman with Facial Hair")

February 28 -- MIDTERM: LAST DAY TO DROP A CLASS WITH NO GRADE PENALTY ("W" IS ASSIGNED)

Mar. 1: Discussion Lab: Rhetoric in Your Life Reflection paper question: What is the rhetorical message of this PSA? (Go to Assignments > 7: Rhetoric for additional information required this assignment.)

Mar. 5: Communication Contexts: Media (Read: Trenholm, ch. 11)

Mar. 7: Communication Contexts: Media

Mar. 8: Discussion Lab: Communicating with people from other cultures Reflection paper question: Please see the instructions on the assignment.

Mar. 11-15: Spring Break (whew!)

Mar. 18: Study Session for Exam Two (HC 2370, 8:00-10:00 pm)

Mar. 19: Communication Contexts: Media (Read: Williams)

Mar. 21: EXAM TWO (optional review session for exam two is Mar. 17, 6:00-8:00 pm, HC 2370)

Mar. 22: Discussion Lab: Media Use Reflection paper question: For what purposes do you use media?

Mar. 26: Communication Contexts: Journalism (Read: Kovach & Rosenstiel, chs. 1-6)

Mar. 28: Communication Contexts: Journalism (Read: Kovach & Rosenstiel, chs. 7-11)


Apr. 2: Communication Contexts: Journalism (Guest Lecture: Ms. Elizabeth White, WTVM)

Apr. 4: Communication Contexts: Organizational Communication (Read: Trenholm, Ch. 8)

Apr. 5: Discussion Lab: Meetings, Meetings, Meetings Reflection paper question:}

Apr. 9: Communication Contexts: Public Relations (Read: The Challenge of Public Relations)
Apr. 11: Communication Contexts: Public Relations

Apr. 12: Discussion Lab: Public Relations and Crisis Management Reflection paper question: please see assignment guidelines

Apr. 16: Communication as an Academic Discipline: The Centrality of Rhetoric (Guest Lecture: Dr. Winn)

Apr. 18: Communication as an Academic Discipline: Rhetoric & Communication (Read: Dues & Brown, chs. 1-3)

Apr. 19: Discussion Lab: What is Communication Research? Reflection paper question:

Apr. 23: Communication as an Academic Discipline: Critical Inquiry and Communication (Read: Trenholm, ch. 13)

Apr. 25: Communication as an Academic Discipline: Social Science and Communication (Read: Dues & Brown, chs. 4-5)

Apr. 26: Discussion Lab: Your Future in Communication & Journalism Reflection paper question:

FINAL EXAM: Tuesday, April 30, 12:00 pm - 1:15 pm