



Communication Studies Department

**COM 1000-7 Principles of Human Communication**

3 units

*Fall 2024*

**Meeting days/times:** Tuesdays 3:00 pm- 5:45 pm

**Meeting location:** Cabrillo Hall 102

**Final Exam:** Thursday, December 19th 4:30pm - 7pm Cabrillo Hall Rm 102

INFORMATION	SPECIFICS FOR THE COURSE
<b>Instructor title and name:</b>	Adjunct Professor, Susana Franco
<b>Phone:</b>	(951) 500-9516
<b>Email:</b>	sfranco@pointloma.edu
<b>Office location and hours:</b>	By Appointment - Via Zoom

**PLNU Mission:**

**To Teach ~ To Shape ~ To Send**

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

**General Education Mission:**

PLNU provides a foundational course of study in the liberal arts informed by the life, death, and resurrection of Jesus Christ. In keeping with the Wesleyan tradition, the curriculum equips students with a broad range of knowledge and skills within and across disciplines to enrich major study, lifelong learning, and vocational service as Christ-like participants in the world's diverse societies and culture.

## **Course Description:**

A survey of the human communication process. Emphasis is placed on intrapersonal, interpersonal, and public communication. Particular attention is paid to the preparation and presentation of speeches.

## **Program and Course Learning Outcomes:**

Students who successfully complete this course will:

1. Be able to describe and discuss the process of human communication.
2. Be able to identify and explain the basic components of an effective speech.
3. Be challenged to interact competently in dyadic, and small group experiences.
4. Be able to construct and deliver informative and persuasive speeches.
5. Develop the theoretical, practical, and spiritual foundations for effective communication.

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## **General Education Learning Outcomes:**

As a required course in the PLNU general education program, this course will contribute to the following FELOs:

FELO 1b. Oral: Students will be able to effectively express ideas and information to others through oral communication.

FELO 1c. Information Literacy: Students will be able to access and cite information as well as evaluate the logic, validity, and relevance of information from a variety of sources.

FELO 1d. Critical Thinking: Students will be able to examine, critique and synthesize information in order to arrive at reasoned conclusions.

FELO 2a. Students will develop an understanding of self that fosters personal wellbeing.

1. Link to GE courses and assessment plan:  
<https://assessment.pointloma.edu/academic-assessment/general-education/assessment-plan/>
2. Link to GELO's: <https://pointloma-public.courseleaf.com/tug-catalog/general-education/>

**Required Texts and Recommended Study Resources:**

Autumn Edwards, et al. *The Communication Age Connecting and Engaging*. 4th ed., SAGE Publications 2024

*You will need your access right away, before the end of the first week of class, in order to complete the required readings and assignments.*

**Assessment and Grading:**

Grades will be based on the following:

**Sample Standard Grade Scale Based on Percentages**

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>
A 93-100	B+ 87-89	C+ 77-79	D+ 67-69	F Less than 59
A- 90-92	B 83-86	C 73-76	D 63-66	
	B- 80-82	C- 70-72	D- 60-62	

**Quizzes/Exams (250 points):** This course will include quizzes (10x15 points each = 150 pts) and final exam (100 pts) Each of these will be administered in class in order to assess your knowledge of lecture material, in class activities, and chapter readings. Items will consist of multiple choice, true/false, and short answer type questions. A study guide will be provided prior to the final exam.

**Informative Speech (100 points)**

- o *Topic 5 pts., Working Outline 5 pts., Formal Outline 20 pts, Speech delivery 50 pts., Self-Evaluation 20 pts.*

### **Persuasive Speech (100 points)**

- *Topic & Article 5 pts., Working Outline 5 pts., Formal Outline 15pts, Presentation aid (PPT) 10 pts. Speech delivery 50 pts., Peer-Evaluation 15 pts.*

### **Miscellaneous Assignments (100 points)**

#### **SUPPORT:**

I am committed to helping every student attain their best possible education.

I AM HERE TO HELP! Please do not hesitate to ask questions, or schedule a Zoom office hours appointment. I am also happy to provide support and feedback on assignments before they are turned in or presented. If you have any particular needs or concerns that would be helpful for me to be aware of, please do let me know.

#### **PARTICIPATION:**

Since arriving late to class is distracting to your classmates (and to your professor), you are expected to arrive on time. If you are late you will receive a reduction of your participation points for that class period. Missing more than 30 minutes of class will count as an absence. To earn full points for class participation you should come to class prepared (reading assignment complete) and you should participate in class discussions and learning activities.

#### **Electronic Devices:**

The use of cell phones is prohibited in class. Laptops/tablets may be used for note taking or other class-related activities. If any of these devices becomes a distraction the student will be asked to put them away.

#### **Reading Policy:**

You are expected to read the designated chapters in the text **before** coming to class on the day the readings are due. Coming to class is **not** a substitute for reading the text, nor is reading the text a substitute for attending class. Class time will be used to build on your reading, not to review it as not all of the material from the book will be covered in class. Come to each class prepared to ask questions you have about the reading, to explore confusing aspects of the material, and to provide examples and illustrations of the theories and concepts covered in the text.

#### **Professionalism:**

Please be respectful of your peers and instructor at all times and recognize that both rhetorical and relational sensitivity are important in a course environment (as well as at work).

### **Final Examination Policy:**

Successful completion of this class requires taking the final examination on its scheduled day. The final examination schedule is posted on the [Traditional Undergraduate Records: Final Exam Schedules](#) site. If you find yourself scheduled for three (3) or more final examinations on the same day, you are authorized to contact each professor to arrange a different time for one of those exams. However, unless you have three (3) or more exams on the same day, no requests for alternative final examinations will be granted.

### **Incompletes and Late Assignments:**

All assignments are to be submitted/turned in by the date specified in Sage/Canvas. Incompletes will only be assigned in extremely unusual circumstances.

### **Spiritual Care:**

Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for our students to encounter God and grow in their Christian faith.

If you have questions, a desire to meet with the chaplain or have prayer requests you can contact your professor or the [Office of Spiritual Life and Formation](#).

### **State Authorization:**

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any change in his or her physical location. Refer to the map on [State Authorization](#) to view which states allow online (distance education) outside of California.

### **PLNU Copyright Policy:**

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.]

**PLNU Recording Notification:**

In order to enhance the learning experience, please be advised that this course may be recorded by the professor for educational purposes, and access to these recordings will be limited to enrolled students and authorized personnel.

Note that all recordings are subject to copyright protection. Any unauthorized distribution or publication of these recordings without written approval from the University (refer to the Dean) is strictly prohibited.

**PLNU Academic Honesty Policy:**

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. For all student appeals, faculty and students should follow the procedures outlined in the University Catalog. See [Academic Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

**Artificial Intelligence (AI) Policy:**

You are allowed to use Artificial Intelligence (AI) tools (e.g., ChatGPT, Gemini Pro 1.5, GrammarlyGo, Perplexity, etc) to generate ideas, but you are not allowed to use AI tools to generate content (text, video, audio, images) that will end up in any work submitted to be graded for this course. If you have any doubts about using AI, please gain permission from the instructor. Any work that utilizes AI-based tools must be clearly identified as such, including the specific tool(s) used. Please use the following sources to guide your citations when using AI.

MLA Style Center: Citing Generative AI

APA Style: How to Cite ChatGPT

Chicago Manual of Style: Citing Content Developed or Generated by AI

**PLNU Academic Accommodations Policy:**

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities in accordance with the Americans with Disabilities Act (ADA). Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center ([EAC@pointloma.edu](mailto:EAC@pointloma.edu) or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will work with the student to create an Accommodation Plan (AP) that outlines allowed accommodations. The EAC makes accommodations available to professors at the student's request.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course. Accommodations are not retroactive so clarifying with the professor at the outset is one of the best ways to promote positive academic outcomes.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC. Students cannot assume that because they had accommodations in the past, their eligibility at PLNU is automatic. All determinations at PLNU must go through the EAC process. This is to protect the privacy of students with disabilities who may not want to disclose this information and are not asking for any special accommodations.

### **Language and Belonging:**

Point Loma Nazarene University faculty are committed to helping create a safe and hospitable learning environment for all students. As Christian scholars we are keenly aware of the power of language and believe in treating others with dignity. As such, it is important that our language be equitable, inclusive, and prejudice free. Inclusive/Bias-free language is the standard outlined by all major academic style guides, including MLA, APA, and Chicago, and it is the expected norm in university-level work. Good writing and speaking do not use unsubstantiated or irrelevant generalizations about personal qualities such as age, disability, economic class, ethnicity, marital status, parentage, political or religious beliefs, race, gender, sex, or sexual orientation. Inclusive language also avoids using stereotypes or terminology that demeans persons or groups based on age, disability, class, ethnicity, gender, race, language, or national origin. Respectful use of language is particularly important when referring to those outside of the religious and lifestyle commitments of those in the PLNU community. By working toward precision and clarity of language, we mark ourselves as serious and respectful scholars, and we model the Christ-like quality of hospitality.

If you (or someone you know) have experienced a bias incident regarding language, you can find more information on reporting and resources at [www.pointloma.edu/bias](http://www.pointloma.edu/bias).

### **Sexual Misconduct and Discrimination:**

In support of a safe learning environment, if you (or someone you know) have experienced any form of sexual discrimination or misconduct, including sexual assault, dating or domestic violence, or stalking, know that accommodations and resources are available through the Title IX Office at [pointloma.edu/Title-IX](http://pointloma.edu/Title-IX). Please be aware that under Title IX of the Education Amendments of 1972, faculty and staff are required to disclose information about such misconduct to the Title IX Office.

If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Counseling Services at [counselingservices@pointloma.edu](mailto:counselingservices@pointloma.edu) or find a list of campus pastors at [pointloma.edu/title-ix](http://pointloma.edu/title-ix).

If you (or someone you know) have experienced other forms of discrimination or bias, you can find more information on reporting and resources at [www.pointloma.edu/bias](http://www.pointloma.edu/bias)

### **PLNU Attendance and Participation Policy:**

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions, the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university withdrawal date or, after that date, receive an “F” grade.

### **Content Warning:**

I acknowledge that each of you comes to PLNU with your own unique life experiences. This contributes to the way you perceive various types of information. In [class name], all of the class content, including that which may be intellectually or emotionally challenging, has been intentionally curated to achieve the learning goals for this course. The decision to include such material is not taken lightly. These topics include [list topics]. If you encounter a topic that is intellectually challenging for you, it can manifest in feelings of discomfort and upset. In response, I encourage you to come talk to me or your friends or family about it. Class topics are discussed for the sole purpose of expanding your intellectual engagement in the area of [subject/major], and I will support you throughout your learning in this course.

### **Trigger Warning:**

I acknowledge that each of you comes to PLNU with your own unique life experiences. This contributes to the way you perceive several types of information. In [class name], we will cover a variety of topics, some of which you may find triggering. These topics include [list topics]. Each time this topic appears in a reading or unit, it is marked on the syllabus. The experience of being triggered versus intellectually challenged are different. The main difference is that an individual must have experienced trauma to experience being triggered, whereas an intellectual challenge has nothing to do with trauma. If you are a trauma survivor and encounter a topic in this class that is triggering for you, you may feel overwhelmed or panicked and find it difficult to concentrate. In response, I encourage you to take the necessary steps for your emotional safety. This may include leaving class while the topic is discussed or talking to a therapist at the Counseling Center. Should you choose to sit out on discussion of a certain topic, know that you are still responsible for the material; but we can discuss if there are other methods for accessing that material, and for assessing your learning on that material. Class topics are discussed for the sole purpose of expanding your intellectual engagement in the area of [subject/major], and I will support you throughout your learning in this course.

## Loma Writing Center:

The Loma Writing Center exists to help all members of the PLNU community cultivate transferable writing skills to engage their academic, professional, personal, and spiritual communities. We work toward this goal by conducting one-on-one consultation sessions, supporting writing education across the PLNU community, and participating in ongoing writing center research.

Getting feedback from the Loma Writing Center while you're in the process of working on an assignment is a great way to improve the quality of your writing and develop as a writer. You are encouraged to talk with a trained writing consultant about getting started on an assignment, organizing your ideas, finding and citing sources, revising, editing for grammar and polishing final drafts, and more. For information about how to make in-person or online appointments, see [Loma Writing Center webpage](#) or visit the Loma Writer Center on the first floor of the Ryan Library, room 221.

- Appointment Calendar: <https://plnu.mywconline.com/>
- Website: <https://www.pointloma.edu/centers-institutes/loma-writing-center>
- Email: [writingcenter@pointloma.edu](mailto:writingcenter@pointloma.edu)

## TENTATIVE COURSE CALENDAR:

Date	Discussion/ Activity/Reading	Due	Assigned
Week #1 - 9/3/24	<ul style="list-style-type: none"><li>● Introduction to Class/Meet Professor</li><li>● Go Over Sage Vantage</li><li>● Go Over Syllabus</li><li>● Intro Worksheet</li><li>● In-Class Presentations (10 pts)</li></ul>	In-Class Presentation	Ch. 1 & 6  Prepare for Quiz #1
Week #2 - 9/10/24	<ul style="list-style-type: none"><li>● Chapter 6: Communication, Culture &amp; Diversity</li><li>● In-Class Activity (Sage Vantage)</li><li>● In-Class Writing Assignment (10 pts)</li></ul>	Quiz #1 on Ch. 1	Ch. 3  Prepare for Quiz #2

Week #3 - 9/17/24	<ul style="list-style-type: none"> <li>• Chapter 3: Verbal Communication</li> <li>• In-Class Activity (Sage Vantage)</li> <li>• In-Class Writing Assignment/Case Study (10 pts)</li> </ul>	Quiz #2 on Ch.6	Ch. 4 Prepare for Quiz #3
Week #4 - 9/24/24	<ul style="list-style-type: none"> <li>• Chapter 4: Nonverbal Communication</li> <li>• In-Class Assignment</li> <li>• In-Class Writing Prompt (10 pts)</li> </ul>	Quiz #3 on Ch. 3	Ch. 11 Prepare for Quiz #4
Week #5 - 10/1/24	<ul style="list-style-type: none"> <li>• Chapter 11: Selecting &amp; Researching Your Topic...</li> <li>• In-Class Assignment (10 pts)</li> </ul>	Quiz #4 on Ch. 4	Ch. 12/14 Prepare for Quizzes #5/6
Week #6 - 10/8/24	<ul style="list-style-type: none"> <li>• Chapters 12/14: Organizing Your Speech &amp; Informative...</li> <li>• In-class assignment (10 pts)</li> </ul>	Quizzes #5&6 on Chapters 12/14	Chapter 13 Prepare for Quiz # 7
Week #7 - 10/15/24	<ul style="list-style-type: none"> <li>• Chapter 13: Delivering Your Presentation</li> <li>• In-Class Assignment</li> <li>• Case Study (10 pts)</li> <li>• Guest Speaker TBD</li> </ul>	Quiz #7 on Chapter 13	

Week #8 - 10/22/24	<ul style="list-style-type: none"> <li>• Informative Topics Due/Informative Workshop</li> </ul>	<b>Informative Topic &amp; Outline Due</b>	

8

Week #9 - 10/29/24	<ul style="list-style-type: none"> <li>• <b>Informative Speech Presentations</b></li> </ul>	<b>Informative Speech Formal Outline</b>	Chapter 10 & Appendix x Quiz #8
Week #10 - 11/5/24	<ul style="list-style-type: none"> <li>• Chapter 10 &amp; Appendix: Communication &amp; New Media + Interviewing</li> <li>• Social Media Assignment (10 pts)</li> <li>• Guest Speaker TBD</li> </ul>	Quiz #8 on Chapter 10 & Appendix	Chapters 5/15 Prep for quizzes #9/10
Week #11 - 11/12/24	<ul style="list-style-type: none"> <li>• Chapter 5 &amp; 15: Listening &amp; Persuasive Presentations</li> <li>• In-Class Assignment (10 pts)</li> <li>• In-Class Writing Prompt (10 pts)</li> </ul>	Quiz #9/10 on Chapters 5/15	
Week #12 - 11/19/25	<b>Persuasive Speech Topic/Workshop</b>	<b>Persuasive Topic &amp; Outline Due</b>	
Week #13 - 11/26/24	<b>THANKSGIVING WEEK</b>		

Week #14 - 12/3/24	<b>Persuasive Speech Presentations</b>	<b>Persuasive Speech Formal Outline</b>	
Week #15 - 12/10/24	<b>Persuasive Speech Presentations Final Exam Review</b>  <i>LAST WEEK OF CLASSES</i>	<b>Persuasive Speech Formal Outline</b>	
Week #16 - 12/17/24	<b>FINAL EXAMS</b>  <b>Date: TBD</b>		
<b>Notes:</b>	<b>*GRADES DUE DEC. 29TH</b>		
<b>Notes:</b>			