



Department of Communication Studies

COM 1000-9: Principles of Human Communication

3 Units

Fall 2024

MWF 10:55 am – 12:10 pm

Liberty Station (LBRT) 202

FINAL EXAM: Monday, December 16, 2024 @ 10:30 am – 1:00 pm

Instructor: Professor John Loo
Phone: 832.723.0799
Email: jloo@pointloma.edu
Office location & hours: LBRT 202 MWF 12:15 pm - 1:00 pm or BY APPOINTMENT
Additional info: Feel free to text me if you have any questions M-F between 9 am – 6 pm

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.

Foundational Explorations 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 informational and persuasive speeches.
5. Develop the theoretical, practical, and spiritual foundations for effective communication.

FOUNDATIONAL EXPLORATIONS LEARNING OUTCOMES

- 1) Here is the link to FE (formerly GE) courses and corresponding FELO's:
<https://assessment.pointloma.edu/academic-assessment/general-education/assessment-plan/>
- 2) FELO 1b. Oral: Students will be able to effectively express ideas and information to others through oral communication.
- 3) Signature Assignment for COM 1000: Informative Speech Assignment

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

Edwards, A., Edwards, C., Wahl, S. T., & Myers, S. A. *The Communication Age: Connecting and Engaging*. (4th Ed.). Thousand Oaks: Sage Publications.

Course Credit Hour Information

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3-unit class delivered over 16 weeks. It is anticipated that students will spend a minimum of 37.5 participation hours per credit hour on their coursework. For this course, students will spend an estimated 112.5 total hours meeting the course learning outcomes. The time estimations are provided in the Canvas modules.

Assessment and Grading

Grades will be based on the following:

- | | |
|---|----------------------------------|
| A. On Camera Speech – 5% | D. Online Textbook Quizzes – 10% |
| B. Informative Speech* – 25% | E. Midterm Exam – 10% |
| C. Persuasive Speech* – 30% | F. Final Exam – 10% |
| D. Class Activities & Participation – 10% | |

*To pass the class, students must do BOTH the Informative and the Persuasive Speech.

Grade Scale

A	B	C	D	F
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%	

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 [Class 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.

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 COM 1000, 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 1) communication in the 21st century, 2) communication, culture, and diversity, 3) verbal communication, 4) nonverbal communication, 5) selecting and researching your topic and knowing your audience, 6) organizing your presentation, 7) informative speaking, 8) delivering your presentation, 9) communication and new media, 10) listening, 11) persuasive speaking, 12) perception, self, and communication, 13) interpersonal communication, 14) interviewing in the communication age, 15) small group and team communication, and 16) workplace and organizational communication. 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 communication, 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 COM 1000, we will cover a variety of topics, some of which you may find triggering. These topics include 1) communication in the 21st century, 2) communication, culture, and diversity, 3) verbal communication, 4) nonverbal communication, 5) selecting and researching your topic and knowing your audience, 6) organizing your presentation, 7) informative speaking, 8) delivering your presentation, 9) communication and new media, 10) listening, 11) persuasive speaking, 12) perception, self, and communication, 13) interpersonal communication, 14) interviewing in the communication age, 15) small group and team communication, and 16) workplace and organizational communication. Each time these topics appear 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 communication, and I will support you throughout your learning in this course.

Incompletes and Late Assignments

All written assignments posted in Canvas are to be submitted/turned in by 11:59 pm when they are due. Speeches must be given on the day(s) that you signed up for. Failure to give your speech on the day that you signed up for will result in a zero or an incomplete in extremely unusual circumstances.

Important note: Due to scheduling constraints, **no make-up speeches will be permitted without written documentation of a medical or unprecedented emergency.**

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 students 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 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. Faculty should follow and students may appeal using the procedure 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, iA Writer, Marmot, Botowski) 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 me. I will use AI identifying systems to scan submitted assignments, so please do not submit AI work that will result in a zero for plagiarism.

PLNU Academic Accommodations Policy

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan ("AP") to all faculty who teach courses in which the student is enrolled each semester.

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 and/or if they do not wish to utilize some or all of the elements of their AP in that course.

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.

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.

You may report an incident(s) using the [Bias Incident Reporting Form](#).

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. 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 or find a list of campus pastors at pointloma.edu/title-ix.

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 drop date or, after that date, receive an “F” grade.

Assignments At-A-Glance:

Evaluation will be based on students demonstrating an understanding of course content through oral presentations, class activities and participation, online textbook quizzes, and Midterm and Final Exams.

Speeches (60% overall). Students will sign-up ahead of time on which days they must present their speeches—it is clearly indicated on the course schedule; it is vital to arrive on time and be prepared on those days. **Important note:** Due to scheduling constraints, **no make-up speeches will be permitted without written documentation of a medical or unprecedented emergency.**

- **On Camera Speech (5% of grade).** Write a 3-minute speech to record on camera and present to the class. Your video recording will be shown on the day that you sign up to present your speech. A 2–3-minute response period will follow each on camera speech where selected classmates are required to respond to the video speech.

- **Informative Speech (25% of grade).** The ability to communicate and interact with different cultures is extremely important today due to the internet, the cultural make-up of America, and our proximity to another country. For this assignment, you will pick a culture (or co-culture) that is unique. Please pick a culture that you are interested in traveling to or learning more about so that you can present this information to your classmates. This assignment asks you to explore a new culture (or co-culture) in more depth in the format of an informative speech. Incorporating concepts from the textbook and class lectures about Intercultural Communication, you will inform the class about a topic regarding a culture (or co-culture). An outline with an APA-style reference page is due on the date listed on the daily schedule. Presentation aids are required. You are required to record this speech in class, upload it to Canvas, and conduct a Self-Reflection of your speech.

- **Persuasive Speech (30% of grade).** Informing audiences about new ideas and concepts is all well and good, but for ages, public speaking has been used for another purpose: persuading audiences to take action. From politicians to teachers to leaders of social movements, persuasion is used to educate and motivate. The importance of becoming engaged in issues that affect us and the community in which we live is increasing as our communities become more diverse and fractured. The goal of this speech is to choose a current events topic and deliver a persuasive presentation to your class. This is a persuasive speech where you will argue in favor or against your topic. You will attempt to challenge your class to change a specific way of thinking or acting. The topic for this speech will likely address a controversy of a political, social, economic, or cultural nature. This speech will include researched sources that support your arguments. An outline with an APA-style reference page is due on the date listed on the daily schedule.

Presentation aids are required. You are required to record this speech in class, upload it to Canvas, and conduct a Self-Reflection of your speech.

Online Textbook Quizzes: (10% overall) You are required to complete the assigned reading from our textbook *The Communication Age* through our SAGE Vantage online digital course. There are 16 quizzes total to complete that correspond with each of the 15 chapters and the appendix chapter. Due dates are available on our syllabus, as well as on the SAGE Vantage online digital course.

Midterm Exam: (10% overall) There will be a midterm exam on Wednesday, October 23, 2024 ONLINE to be taken by 11:59pm over class lecture notes and textbook content. Students will be given a list of topics to study for before taking the midterm exam.

Final Exam: (10% overall) There will be a final exam on Monday, December 16, 2024 between 10:30am and 1:00pm over class lecture notes and textbook content. Students will be given a list of topics to study for before taking the final exam.

Class Activities & Participation: (10% overall) There will be in-class discussions and activities of assigned readings every day we meet. Your active experience of them is essential. Assigned readings should be read before class so that you can do well in class activities and make intelligent contributions to class discussions. Your grade will be based on whether you were there or not, and how you conducted yourself during class. Alertness, consideration for others, and restraint while others are talking are criteria for participation, along with your own questions and participation in activities.

SCHEDULE

Due dates for major assignments and exams, including time and date of final exam from University finals schedule.

Date	Topic	Readings & Assignments
Wed 9/4	Welcome, Introductions, Syllabus, Course Overview, & Class Activity	Syllabus
Fri 9/6	Values Exercise & Intro to Communication	<i>*Sign Up for Speech Days</i>
Mon 9/9	Communication in the 21st Century On Camera Speaking	<i>*READ CHAPTER 1</i> QUIZ #1
Wed 9/11	Perception, Self, and Communication	<i>*READ CHAPTER 2</i> QUIZ #2
Fri 9/13	ON CAMERA SPEECH WORKDAY	<i>*WORK ON YOUR ON CAMERA SPEECH FROM HOME</i> *Manuscript DUE BY 11:59PM ONLINE

Mon 9/16	Communication, Culture, and Diversity	*READ CHAPTER 6 QUIZ #3
Wed 9/18	On Camera Speeches & Responses Day	*Video Upload DUE BEFORE CLASS
Fri 9/20	Verbal Communication	*READ CHAPTER 3 QUIZ #4
Mon 9/23	Informative Presentations	*READ CHAPTER 14 QUIZ #5
Wed 9/25	Selecting and Researching Your Topic and Knowing Your Audience	*READ CHAPTER 11 QUIZ #6
Fri 9/27	INFORMATIVE SPEECH WORKDAY	<i>*WORK ON YOUR INFORMATIVE SPEECH FROM HOME</i> *Draft Outline DUE BY 11:59PM ONLINE
Mon 9/30	Organizing Your Presentation	*READ CHAPTER 12 QUIZ #7
Wed 10/2	INFORMATIVE SPEECH WORKDAY	<i>*WORK ON YOUR INFORMATIVE SPEECH FROM HOME</i>
Fri 10/4	INFORMATIVE SPEECH WORKDAY	<i>*WORK ON YOUR INFORMATIVE SPEECH FROM HOME</i> *Final Outline DUE BY 11:59PM ONLINE
Mon 10/7	Delivering Your Presentation	*READ CHAPTER 13 QUIZ #8
Wed 10/9	Nonverbal Communication	*READ CHAPTER 4 QUIZ #9
Fri 10/11	INFORMATIVE SPEECH WORKDAY	<i>*WORK ON YOUR INFORMATIVE SPEECH FROM HOME</i>
Mon 10/14	Informative Speeches Day 1	*Slides Upload DUE BEFORE CLASS
Wed 10/16	Informative Speeches Day 2	*Slides Upload DUE BEFORE CLASS

Fri 10/18	Informative Speeches Day 3	*Slides Upload DUE BEFORE CLASS
Mon 10/21	Informative Speeches Day 4	*Slides Upload DUE BEFORE CLASS
Wed 10/23	MIDTERM EXAM	*Midterm DUE BY 11:59PM ONLINE
Fri 10/25	FALL BREAK	NO CLASS
Mon 10/28	Communication and New Media	*READ CHAPTER 10 QUIZ #10
Wed 10/30	Persuasion & Media Literacy	
Fri 11/1	Listening	*READ CHAPTER 5 QUIZ #11
Mon 11/4	Persuasive Presentations	*READ CHAPTER 15 QUIZ #12
Wed 11/6	PERSUASIVE SPEECH WORKDAY	<i>*WORK ON YOUR PERSUASIVE SPEECH FROM HOME</i>
Fri 11/8	PERSUASIVE SPEECH IN-CLASS LAB	
Mon 11/11	VETERANS DAY	NO CLASS
Wed 11/13	Interpersonal Communication	*READ CHAPTER 7 QUIZ #13
Fri 11/15	Small Group and Team Communication	*READ CHAPTER 8 QUIZ #14
Mon 11/18	Workplace and Organizational Communication	*READ CHAPTER 9 QUIZ #15
Wed 11/20	Interviewing in the Communication Age	*READ APPENDIX QUIZ #16
Fri 11/22	PERSUASIVE SPEECH IN-CLASS LAB	*Draft Outline DUE BY 11:59PM ONLINE

Mon 11/25	PERSUASIVE SPEECH VISUAL AIDS IN-CLASS LAB	
Wed 11/27	THANKSGIVING	NO CLASS
Fri 11/29	THANKSGIVING	NO CLASS
Mon 12/2	PERSUASIVE SPEECH IN-CLASS LAB	*Final Outline DUE BY 11:59PM ONLINE
Wed 12/4	PERSUASIVE SPEECH WORKDAY	<i>*WORK ON YOUR PERSUASIVE SPEECH FROM HOME</i>
Fri 12/6	PERSUASIVE SPEECH WORKDAY	<i>*WORK ON YOUR PERSUASIVE SPEECH FROM HOME</i>
Mon 12/9	Persuasive Speeches Day 1	*Slides Upload DUE BEFORE CLASS
Wed 12/11	Persuasive Speeches Day 2	*Slides Upload DUE BEFORE CLASS
Fri 12/13	Persuasive Speeches Day 3	*Slides Upload DUE BEFORE CLASS
Mon 12/16	FINAL EXAM: Monday, December 16, 2024 @ 10:30 am – 1:00 pm	