

**COM 100.4 (3 units): Principles of Human Communication**  
**Department of Communication & Theatre**  
**Spring 2017**

PLNU *forward*

**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 becomes an expression of faith. Being of Wesleyan heritage, we aspire to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.*

<b>Meeting days:</b> Thursday	<b>Instructor title and name:</b> Prof. Ashley Nuckels Cuevas, M.A.
<b>Meeting times:</b> 6:00-8:40pm	<b>Phone:</b>
<b>Meeting location:</b> C 202	<b>E-mail:</b> ashleynuckels@gmail.com
<b>Additional info:</b>	<b>Office location and hours:</b> Cabrillo Annex 103 T/R 1:00pm - 4:00pm
<b>Final Exam:</b> (day/time)	<b>Additional info:</b>

#### REQUIRED MATERIALS & RESOURCES

 Berko, R.M., Wolvin, A. D. & Wolvin, D. R. *Communicating: A social and career focus.* (12<sup>th</sup> Ed.). New York: Houghton Mifflin Company.



<https://canvas.pointloma.edu/login> Critical information will be communicated via Canvas.

#### 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.*

#### COURSE LEARNING OUTCOMES

- You will be able to describe and discuss the process of human communication.
- You will be able to identify and explain the basic components of an effective speech.
- You will be challenged to interact competently in dyadic and small group experiences.
- You will be able to construct and deliver informational and persuasive speeches.

#### 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. Specific details about how the class meets the credit hour requirement can be provided upon request.

#### COURSE PROCEDURE

1. You are expected to be familiar with all material in Canvas, including this syllabus and class schedule.

## ASSESSMENT & GRADING

---

### Grade Scale (% to Letter):

93-100	A	73-76	C
90-92	A-	70-72	C-
87-89	B+	67-69	D+
83-86	B	63-66	D
80-82	B-	60-62	D-
77-79	C+	0-59	F

### Course Point Values:

Assignment	Point Value
Quizzes (4 Quizzes at 25 pts. Each)	100
Speech of Introduction	50
Speech to Inform	100
Speech to Persuade	150
Group Presentation	150
In Class Peer Evaluations (4 Evaluations at 25 pts. Each)	100
Midterm Exam	150
Final Exam	200
<b>Total</b>	<b>1000</b>

## STUDENT RESPONSIBILITY

---

It is the student's responsibility to maintain his/her class schedule. Should the need arise to drop this course (personal emergencies, poor performance, etc.), the student has the responsibility to follow through (provided the drop date meets the stated calendar deadline established by the university), not the instructor. Simply ceasing to attend this course or failing to follow through to arrange for a change of registration (drop/add) may easily result in a grade of F on the official transcript.

## INCOMPLETES AND LATE ASSIGNMENTS

---

All assignments are to be submitted/turned in by the beginning of the class session when they are due—including assignments posted in Canvas.

## ATTENDANCE AND PARTICIPATION

---

Regular and punctual attendance at all classes is considered essential to optimum academic achievement. You are expected to attend each class session. It is recognized that many of you have outside commitments to the university; these are considered excused, but must be cleared with the instructor PRIOR to the absence and written documentation presented, including sports. If you are absent from more than 10 percent of class meetings, I have the option of filing a written report which may result in de-enrollment. If the absences exceed 20 percent, you may be de-enrolled without notice. If the date of de-enrollment is past the last date to withdraw from a class, you will be assigned a grade of W or WF consistent with university policy in the grading section of the catalog. See [Academic Policies](#) in the undergrad student catalog.

## USE OF TECHNOLOGY

---

Point Loma Nazarene University encourages the use of technology for learning, communication, and collaboration. However, cell phones must be turned off before class begins. Laptops, tablets and all other electronic devices cannot be used during lecture/discussion without permission by the instructor or authorized by the [Disability Resource Center](#) (DRC). The use of these technology devices during any class period will count in your absence.

## ACADEMIC HONESTY

---

“PLNU exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed...” (PLNU Catalog). As such students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. As explained in the university catalog, 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. Violations of university academic honesty include cheating, plagiarism, falsification, aiding the academic dishonesty of others, or malicious misuse of university resources. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for a) that particular assignment or examination, and/or b) the course following the procedure in the university catalog. Students may appeal also using the procedure in the university catalog. See [Academic Policies](#) for further information.

## ACADEMIC ACCOMMODATIONS

---

While all students are expected to meet the minimum academic standards for completion of this course as established by the instructor, students with disabilities may request academic accommodations. At Point Loma Nazarene University, students must request that academic accommodations by filing documentation with the [Disability Resource Center](#) (DRC), located in the Bond Academic Center. Once the student files documentation, the Disability Resource Center will contact the student’s instructors and provide written recommendations for reasonable and appropriate accommodations to meet the individual needs of the student. See [Academic Policies](#) in the (undergrad/graduate as appropriate) academic catalog.

## FERPA POLICY

---

In compliance with federal law, neither PLNU student ID nor social security number should be used in publicly posted grades or returned sets of assignments without student written permission. This class will meet the federal requirements by (Note: each faculty member should choose one strategy to use: distributing all grades and papers individually; requesting and filing written student permission; or assigning each student a unique class ID number not identifiable on the alphabetic roster.). Also in compliance with FERPA, you will be the only person given information about your progress in this class unless you have designated others to receive it in the “Information Release” section of the student portal. See [Policy Statements](#) in the (undergrad/ graduate as appropriate) academic catalog.

## 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 and on Canvas. No requests for early examinations or alternative days will be approved.

## 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.

## COURSE SCHEDULE AND ASSIGNMENTS

---

1. There are four (4) speaking assignments required for this course: One is partner based, two are individual and one is a group speech.
2. There are multiple written assignments required for this course.
3. A midterm and final (cumulative) exam will be given.
4. See Canvas for additional assignment details & schedule.

## EXPLANATION OF CLASS ASSIGNMENTS – See Canvas for details, examples and links.

---

### 1. Speech of Introduction:

- a. Description: In teams of two, students will introduce each other to the class. This assignment is meant to act as a conduit for you to get to know your fellow classmates while overcoming the initial barrier of speaking and presenting in front of the class. It allows you a chance to become

accustomed to the structure and format that will be required for all presentations and assignments throughout this course.

- b. Requirements: Must answer all of the specified questions as well as provide a physical copy of the speech outline and last 1:30-3:00 minutes.
- c. Style Standard: Not Applicable.

## 2. **Speech to Inform:**

- a. Description: Your job is to inform the class about something or someone that you believe they would find interesting and most likely do not already know about. This assignment is meant to combine your skills of research and presentation.
- b. Requirements: Students must inform the class on an approved topic that utilizes 3-5 credible sources and last 5:00-7:00 minutes. Additionally, a physical copy of the speech outline must be provided to the instructor for grading purposes. Visual Aids are required for this speech.
- c. Style Standard: APA. Times New Roman, size 12 font, double spaced.

## 3. **Speech to Persuade:**

- a. Description: You are being given the opportunity to not only educate your fellow classmates about an issue but offer your own idea of a solution to that problem that your classmates would be able to pursue on their own time. This assignment is meant to combine your skills of research, presentation and argumentation.
- b. Requirements: Students must inform the class on an approved topic that utilizes 5-8 credible sources and last 8:00- 9:30 minutes. Students must identify a problem and utilize one or more persuasive techniques discussed in the textbook to convince the audience that the issue is important. A solution or call to action must also be provided. Additionally, a physical copy of the speech outline must be provided to the instructor for grading purposes.
- c. Style Standard: APA. Times New Roman, size 12 font, double spaced.

## 4. **Group Presentation:**

- a. Description: Students will be assigned to groups. Each group will be able to choose a section from the available chapters from the book.
- b. Requirements: Students must attend class on their specified day as group assignments cannot be made up due to scheduling constraints. Groups will prepare an informational presentation covering a section of a chapter from the text which will include a summary of main points/ key concepts, lead the class in an activity centered on the information presented, and write 10 quiz questions to review the materials. All group members must participate in some way. Visual aids are required, this may be a power point but points will be deducted for those who only read from the visual aids; they are meant to add to your presentation not subsidize it. Presentations must be 10-20 minutes in length including the activity.
- c. Style Standard: Non Applicable.

## 5. **In Class Peer Evaluations:**

- a. Description: Students will be given forms that they will fill in with comments on the presenter's speech structure and presentation.
- b. Requirements: Students must attend class on their specified day for evaluation in order to complete this assignment.
- c. Style Standard: Non Applicable.

## 6. **Quizzes:**

- a. Description: Quizzes will cover the reading material that has been covered up to that point and will be administered on Canvas.
- b. Requirements: Students must complete the Quiz by the close date on Canvas. Students are not allowed to use their notes, books, or lecture materials for the quiz. Please see Canvas for more information.
- c. Style Standard: Non Applicable.

## COURSE CALENDAR

---

Date	Discussion/ Activity	HW Due	HW Assigned
1/12	<p>Presentation of Syllabus</p> <p>Ch. 1: The Human Communication Process</p> <p>Ch. 2: Foundations of Verbal Language</p> <p>Speeches of Introduction</p>	<p>Speech of Introduction</p> <p>In Class Peer Evaluations</p>	Ch 4, 12, 13
1/19	<p>Quiz #1 (Canvas)</p> <p>Groups 1 and 2 Presentations: Ch. 4: Listening</p> <p>Lecture:</p> <p>Ch. 12: Public Speaking: Developing the Message &amp;</p> <p>Ch. 13: Public Speaking: Structuring the Message</p>	Ch 4, 12, 13	<p>Ch 14, 16</p> <p>Speech to Inform</p>
1/26	<p>Quiz #2 (Canvas)</p> <p>Group Presentation- Ch. 14: Public Speaking: Informative Speech- Classifications</p> <p>Lecture:</p> <p>Ch. 16: Public Speaking: Presenting the Speech</p>	Ch 14, 16	
2/2	Speech to Inform	<p>Speech to Inform</p> <p>In Class Peer Evaluations</p>	
2/9	Speech to Inform Cont.	<p>Speech to Inform</p> <p>In Class Peer Evaluations</p>	Ch. 3 and 6
2/16	Group Presentation: Ch. 3: Nonverbal Communication	Ch. 3	Ch. 6
2/23	<p>Quiz #3 (Canvas)</p> <p>Group Presentation: Ch. 6: Interpersonal and Electronically Mediated Communication</p>	Ch. 6	Ch. 7
3/2	Group Presentation: Ch. 7: Interpersonal Skills and Conflict Management	Ch. 7	Midterm

	Midterm Review		
3/9	Spring Break- No Class		
3/16	Midterm		Ch. 15
3/23	Quiz 4 (Canvas) Lecture Ch. 15: Public Speaking: The Persuasive Speech	Ch. 15	Ch 9
3/30	Group Presentation: Ch. 9: The Concepts of Groups	Ch 9	Ch 10
4/6	Group Presentation: Ch. 10: Participating in Groups Speech to Persuade	Ch 10 Speech to Persuade In Class Peer Evaluations	
4/13	Easter Recess- No Class		
4/20	Speech to Persuade Final Review	Speech to Persuade In Class Peer Evaluations	Final Review
4/27	Speech to Persuade	Speech to Persuade In Class Peer Evaluations	
5/ 4	Final		