

SYLLABUS

Maymester 2022- COMM 305 - SECTION MAY: PUBLIC COMMUNICATION

Instructor & Contact Information

John G. Cole

Virtual Office Hours by appointment

[How to Reach the Instructor](#)

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(304) 551-5483 (cell/text)

You can contact me via email either by using the above email address or by clicking on the link on the home page that says "Send Email." I am pretty good about responding to email, and you will get an email usually by the end of the day, but definitely within eighteen (18) hours.

You can also call me or text me using my cell phone number, which is (304) 551-5483. Just remember, if you text me, you need to include your name in the text message.

I will check this site 2-3 times daily on weekdays and weekends, with the exception of Christmas day (although I will probably check in anyway). Please feel free to arrange an appointment with me if needed. Finally, I make a concerted effort to convert submitted work to a grade for you within one-two days of the date it was due. When there is a delay, I will notify the entire class. If you find that a grade is missing and there is no special notification, please contact me.

I cannot state clearly enough that I have provided you with my cellphone number and you should feel free to call or text any time after 8 am or before 11 pm. I know that sometimes students are hesitant to contact their instructors over the phone, but given the compressed nature of the course, when something is urgent it is not "normal semester" urgent. I want this to be a stress-free and enjoyable learning experience for you, so please feel free to contact me if you have any questions or concerns.

Pre-Requisites and Competencies

For COMM 305, there are no prerequisite courses and no required competencies.

Course Description & Overall Goals

Evaluation of motion picture and television film as forms of mediated communication and as art forms involving communication and aesthetic principles. Emphasis on the feature-length theatrical fiction film.

This description is consistent with the Department of Communication Studies Mission: "Rooted in the social science perspective, the Department of Communication Studies is committed to preparing students to be competent communicators at theoretical and applied levels. Thus, our faculty is dedicated to developing students' critical thinking, reasoning, and decision-making skills with the intent of empowering students to construct and deliver context-specific messages in their relational, vocational, and community endeavors." In order to achieve this mission, departmental level goals have been set.

This course helps fulfill the following departmental goals:

- Critique communication messages from a social science perspective.

- Examine ethical issues in various communication contexts.
 - Design and evaluate effective strategies for social influence.
 - Analyze the role of communication in conflict and conflict management. Required Materials
1. Access to WVU Library Electronic Reserve (<https://reserves.lib.wvu.edu>).
 2. Materials available on eCampus (<https://ecampus.wvu.edu/>).
 3. Internet websites as suggested or required.

Technology Requirements

For this course you will need to have all the required plug-ins as listed in the e-campus tutorial (see e-campus Support on the COMM 305 Course Home page or try this link:

(<http://idesign.wvu.edu/eCtutorial/>) These plug-ins are Adobe Reader, Quicktime, Flash Player and Java. The ecampus tutorial can guide you through the installation process for your own computer.

You may also need to be able to

- save files as PDF's (e.g., essays written in a word processing app must be saved as Adobe PDF's before being submitted to ecampus for scoring)
- view videos on www.Youtube.com
- submit assignments in either Microsoft Word or Adobe PDF format (<https://support.office.com/en-US/article/Save-as-PDF-443B9EC2-3B9A-431FB6F7-672550A296B7>)
- navigate the internet and WVU ecampus
- copy and paste within discussions and emails
- attach files to discussions and emails (see ecampus Helpers in Start Here)

Course Format

This course is delivered entirely online. The content is organized into ten units, which include readings, discussion boards, and a variety of assignments and quizzes. The required readings, supplementary materials and modules are designed to provide a cohesive and complementary method for you to achieve the course goals with excellence.

For each film unit, you will have a reading and extra material, a film that you must view, a short multiple choice/short answer quiz, and a discussion board.

This web-based course includes the required traditional course goals, objectives, and assessments in a series of learning modules and other assignments. You should expect to spend extended time completing the required readings, recommended readings, viewing the films, and other learning materials.

In lieu of interacting with your classmates in traditional classroom ways, your method of interacting is via WVU's ecampus COMM 305 course site. Forums are available for conversation both with the instructor and each other. Emerging research on e-learning strongly suggests that students engage in their course communities in order to learn the most and to feel the most satisfied about the course. That means you will be asked to get to know at least some of your classmates and occasionally share relevant examples from your own experiences so that everyone may make the most of the learning opportunity. If you are unwilling to become a part of the online learning community in this way, you will find it difficult to excel in this course.

Being respectful in the treatment of your classmates, instructor and course community is crucial to the success of an online class. Use forms and discussions provided to express concerns constructively so they may be

addressed promptly and ideally resolved. The rule for written expressions is always to reread before hitting submit. If any hesitation is experienced when rereading something that you are about to post, it's probably not a good idea to post it. Rethink how it is written, whether it needs to be said at all or whether an alternative channel should be used for the message.

Learning Objectives and Course Assessment

Objectives

At the end of this course you should be able to:

- demonstrate an understanding of motion pictures from an artistic, historical, and technical standpoint;
- demonstrate the process of critical analysis of film messages by means of establishing a film's essential vision and supporting data of that vision;
- analyze a scene in terms of its effect and the means by which this effect is created; and
- demonstrate an understanding of important issues involved in various communication contexts as articulated in film.

Assessment Methods:

1. Meaningful participation in discussion of course concepts
2. Content testing
3. Written arguments

Grading

There are several resources available for the course online (e.g., chapter objectives, powerpoint slides, discussions). There are also supplemental exercises available in the book. Use these tools to help you. There will be no extra credit. A column in the grade book titled "Final" will tabulate a running total of your points throughout the semester. All grading will be completed within 24 hours of the due date.

Graded Activities (400 points total):

Discussion board postings (10 Discussions x 10 points each = 100)

Quizzes (10 x 10 pts = 100 pts)

4 Assignments

Introductory Discussion – 20 points

Scavenger Hunt – 20 points

Two Movie Reviews- 20 points each for 40 points

One Character Analysis- 60 points

One Film Analysis- 60 points

Final Grade breakdown (this is based on points, not percentages):

A = 360 - 400

B = 320 - 359

C = 280 - 319

D = 240 - 279

F = < 239

Quizzes

Quizzes cover only content for the current film. No quiz is cumulative. You may submit a quiz only once for a grade. Once you click on a quiz, you must take it at that time (you get only one chance to take a quiz so do not open it until you are ready to take it. Quizzes will mostly be multiple choice and true/false. Quizzes can be reviewed but not resubmitted for grade. Quiz grades will be available after the deadline has passed and all questions for all students are graded.

Assignments

All assignments should be typed using 12 pt Times New Roman/Arial font, page numbers (if more than one page) double-spaced, with one-inch margins. Rubrics with detailed grading criteria will be shared when assignments are posted. **Assignments are due by 11:59 p.m. EST on the day listed on the Syllabus/Schedule.**

Assignments must be submitted as an attachment in Adobe PDF –or- in Word format (.doc/.docx) online through e-Campus. Assignments typed in the dialogue box, submitted via email or in formats other than *.pdf will not be graded.

Discussions

Your discussion performance is based on knowledge/understanding, critical thinking/quality of questions, and communication of ideas (quality, timeliness and to some degree quantity). The criteria for grading are below. The actual rubric may be viewed online.

Some additional points on discussion participation include:

- o Comments such as “ditto” and “I agree” count as zero if they are your only contributions. They must be far outnumbered by much higher quality contributions in order to be overlooked.
 - o You will be expected to use your understanding of the construction of arguments when posting. For example, an introduction to a comment could sound like this:
 - I believe the point Sam makes is correct. The evidence he provides is sound because A, B and
 - C. I can also add evidence from D & E to support that point (where the letters indicate actual examples, statistics or testimonials couched in sound reasoning).
 - o Ideally discussions will move beyond the textbooks and include your original thoughts, other evidence, your own relevant experiences or examples, etc.
 - o Discussion postings do not have to be lengthy to be of high quality. Use economy of words but do not short the completeness of your thoughts.
 - o Most importantly, a reminder that netiquette must be demonstrated at all times during online interactions.

You should spend at least twenty minutes reading other students discussion posts. You will need to make at least a total of 2 posts. You are encouraged to respond to more than one topic. It is expected that every student will read every post. This is how we have discussions in class, and this is a key portion of your learning...and your grade.

Late Assignment Policy

Discussion posts are due on the stated due date. No late discussion posts will be accepted if prior arrangements are not made. Contacting the instructor prior to the week of a discussion to arrange alternative timing does not guarantee the option to participate and earn points. Requests for alternative timing for discussions will be considered on a case-by-case basis.

Due to the highly compressed nature of this course, late assignments simply can not and will not be accepted.

Academic Honesty

The integrity of the classes offered by any academic institution solidifies the foundation of its mission and cannot be sacrificed to expediency, ignorance, or blatant fraud. Therefore, I will enforce rigorous standards of academic integrity in all aspects and assignments of this course. For the detailed policy of West Virginia University regarding the definitions of acts considered to fall under academic dishonesty and possible ensuing sanctions, please see the West Virginia University Academic Catalog at <http://catalog.wvu.edu/undergraduate/coursecredittermsclassification/#academicintegritytext>. Should you have any questions about possibly improper research citations or references, or any other activity that may be interpreted as an attempt at academic dishonesty, please see me before the assignment is due to discuss the matter.

WVU's Commitment to Inclusivity

West Virginia University is committed to social justice among students and employees. I concur with that commitment and expect to foster a nurturing learning environment based upon open communication, mutual respect, and nondiscrimination. Below is the WVU Statement on Inclusivity.

The West Virginia University community is committed to creating and fostering a positive learning and working environment based on open communication, mutual respect, and inclusion.

If you are a person with a disability and anticipate needing any type of accommodation in order to participate in this class, please advise me and make appropriate arrangements with the [Office of Accessibility Services](#) (304-293-6700).

For more information on West Virginia University's Diversity, Equity, and Inclusion initiatives, please see <http://diversity.wvu.edu>

Intellectual Property Statement

All course materials, including lectures, class notes, quizzes, exams, handouts, presentations, and other materials provided to students for this course are considered intellectual property. As such, the unauthorized purchase or sale of these materials may result in disciplinary sanctions under the Campus Student Code.

Film List

[The Great Train Robbery](#)

[Twelve Angry Men](#)

[Matewan](#)

[Glory](#)

[Singin' In the Rain](#)

[Seabiscuit](#)

[Schindler's List](#)

[Murderball](#)

[Enron: the Smartest Guys in the Room Best in Show](#)