



COURSE OUTLINE

The course description is online @ <http://camosun.ca/learn/calendar/current/web/comm.html>

Ω Please note: the College electronically stores this outline for five (5) years only.
 It is **strongly recommended** you keep a copy of this outline with your academic records.
 You will need this outline for any future application/s for transfer credit/s to other colleges/universities.

1. Instructor Information

(a)	Instructor:	Lois Fernyhough		
(b)	Office Hours:	Thursday 10:30-12		
(c)	Location:	Y315C		
(d)	Phone:	250-370-3397	Alternative Phone:	
(e)	Email:	fernyhol@camosun.ca		
(f)	Website:			

2. Intended Learning Outcomes

(No changes are to be made to these Intended Learning Outcomes as approved by the Education Council of Camosun College.)

Upon completion of this course the student will be able to:

- Describe key aspects and forms of communication, including verbal and non-verbal.**
 - Explain the different modes of communication (intrapersonal, interpersonal, group, public, mass);
 - Demonstrate an introductory understanding of communication theories and concepts;
 - Identify the differences between presentational and representational communication.
- Demonstrate an understanding of how communication affects identities and perceptions.**
 - Apply communication theory as it pertains to individual, relational, societal and cultural contexts;
 - Describe the effects of communication in our lives—interpersonally and in groups;
 - Explain the use and function of media and technology in communication;
 - Demonstrate media literacy, such as how media frames perceptions;
 - Discuss emerging issues in communication and media, including social media.
- Demonstrate an ability to define audience and determine message.**
 - Identify and analyze specific audiences;
 - Describe topics appropriate to pre-determined audiences;
 - Apply an understanding of audience and persuasive message delivery through a presentation.

3. Required Materials

- (a) Texts
 Adler, A., Rodman, G., & Sevigny, A. (2011). *Understanding human communication*. 2nd Canadian edition. Don Mills, ON: Oxford University Press.
- (b) Other
 n/a

4. Course Content and Schedule

(This section can include: class hours, lab hours, out of class requirements and/or dates for quizzes, exams, lectures, labs, seminars, practicums, etc.)

Week / Class	Topic	Reading	Exams/Assignments
Week 1 Sept. 10	Overview of communication	Ch. 1	Introduce yourself (D2L) Sunday Sept. 13, 11:59 pm
Week 2 Sept. 17	Identities & perceptions, culture & diversity	Ch. 2	Quiz 1 - ch. 1, 2, 3 (D2L) Wednesday Sept. 16, 11:59 pm
Week 3 Sept. 24	Verbal communication, language	Ch. 3	Discussion #1 gender & language (D2L) Wednesday Sept. 23, 11:59 pm
Week 4 Oct. 1	Listening	Ch. 4	Quiz 2 - ch. 4 & 5 (D2L) Wednesday Sept. 30, 11:59 pm
Week 5 Oct. 8	Non-verbal communication	Ch. 5	Discussion #2 non-verbal communication (D2L) Wednesday Oct. 7, 11:59 pm
Week 6 Oct. 15	Interpersonal communication	Ch. 6 & 7	Quiz 3 - ch. 6 & 7 (D2L) Wednesday Oct. 14, 11:59 pm
Week 7 Oct. 22	Social & mass media, communication theory	Ch. 8	Discussion #3 media literacy (D2L) Wednesday Oct. 21, 11:59 pm Annotated bibliography due (D2L) Thursday Oct 22, 1:00 pm
Week 8 Oct. 29	Group communication	Ch. 9	Quiz 4 - ch. 8, 9, 10 (D2L) Wednesday Oct. 28, 11:59 pm
Week 9 Nov. 5	Solving problems in groups	Ch.10	
Week 10 Nov. 12	Understanding the audience, creating persuasive messages	Ch. 11	Quiz 5 - ch. 11, 12, 13 (D2L) Wednesday Nov. 11, 11:59 pm Outline due (D2L) Thursday Nov. 12, 1:00 pm
Week 11 Nov. 19	Developing a public presentation part 1	Ch. 12	Discussion #4 speeches (D2L) Wednesday Nov. 18, 11:59 pm Presentation purpose statement due <i>in class</i>
Week 12 Nov. 26	Developing a public presentation part 2	Ch. 13	
Week 13 Dec. 3	In-class presentations		Presentation scripts due (D2L) Thursday, Dec. 3, 1:00 pm
Week 14 Dec. 10	In-class presentations		Communication issue paper due (D2L) Friday Dec. 11, 11:59 pm

5. Basis of Student Assessment (Weighting)

(This section should be directly linked to the Intended Learning Outcomes.)

- (a) Assignments
- | | |
|--------------------------------------|-----|
| Online discussions (4 x 5%) | 20% |
| Presentation | 15% |
| Term essay on a communication issue: | |
| Annotated bibliography | 7% |
| Outline | 8% |
| Essay | 15% |
- (b) Quizzes
- | | |
|------------------|-----|
| Quizzes (5 x 5%) | 25% |
|------------------|-----|
- (c) Exams
- n/a

- (d) Other (e.g. Project, Attendance, Group Work)
Attendance / participation 10%

6. Grading System

(No changes are to be made to this section unless the Approved Course Description has been forwarded through the Education Council of Camosun College for approval.)

Standard Grading System (GPA)

Percentage	Grade	Description	Grade Point Equivalency
90-100	A+		9
85-89	A		8
80-84	A-		7
77-79	B+		6
73-76	B		5
70-72	B-		4
65-69	C+		3
60-64	C		2
50-59	D	Minimum level of achievement for which credit is granted; a course with a "D" grade cannot be used as a prerequisite.	1
0-49	F	Minimum level has not been achieved.	0

Temporary Grades

Temporary grades are assigned for specific circumstances and will convert to a final grade according to the grading scheme being used in the course. See Grading Policy E-1.5 at camosun.ca for information on conversion to final grades, and for additional information on student record and transcript notations.

Temporary Grade	Description
I	<i>Incomplete:</i> A temporary grade assigned when the requirements of a course have not yet been completed due to hardship or extenuating circumstances, such as illness or death in the family.
IP	<i>In progress:</i> A temporary grade assigned for courses that, due to design may require a further enrollment in the same course. No more than two IP grades will be assigned for the same course. (For these courses a final grade will be assigned to either the 3 rd course attempt or at the point of course completion.)
CW	<i>Compulsory Withdrawal:</i> A temporary grade assigned by a Dean when an instructor, after documenting the prescriptive strategies applied and consulting with peers, deems that a student is unsafe to self or others and must be removed from the lab, practicum, worksite, or field placement.

7. Recommended Materials or Services to Assist Students to Succeed Throughout the Course

LEARNING SUPPORT AND SERVICES FOR STUDENTS

There are a variety of services available for students to assist them throughout their learning. This information is available in the College calendar, at Student Services, or the College web site at camosun.ca.

STUDENT CONDUCT POLICY

There is a Student Conduct Policy **which includes plagiarism**. It is the student's responsibility to become familiar with the content of this policy. The policy is available in each School Administration Office, at Student Services, and the College web site in the Policy Section.

ADDITIONAL COMMENTS AS APPROPRIATE OR AS REQUIRED