



**CAMOSUN COLLEGE**

*School of Arts & Science  
Communication Department*

**CMNS 100 – Introduction to Communication  
Fall 2017**

**COURSE OUTLINE**

---

The calendar description is available on the web @ \_\_\_\_\_

Ω Please note: This outline will not be kept indefinitely. It is recommended students keep this outline for their records, especially to assist in transfer credit to post-secondary institutions.

---

**1. Instructor Information**

- |                  |  |                    |
|------------------|--|--------------------|
| (a) Instructor   | Lois Fernyhough  | _____              |
| (b) Office hours | Mondays 11 am-12 pm; Tuesdays 12-1 pm; or by arrangement | _____              |
| (c) Location     | Y315C  | _____              |
| (d) Phone        | 250-370-3397   | Alternative: _____ |
| (e) E-mail       | fernyhol@camosun.ca                                      | _____              |
| (f) Website      | _____  | _____              |

**2. Intended Learning Outcomes**

*(If any changes are made to this part, then the Approved Course Description must also be changed and sent through the approval process.)*

Upon successful completion of this course a student will be able to:

- 1. 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.
  
- 2. 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.
  
- 3. 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. (2015). *Understanding human communication*. 3<sup>rd</sup> Canadian edition. Don Mills, ON: Oxford University Press.

(b) Other n/a

### 4. Course Content and Schedule

Week / Class	Topic	Reading	Exams/Assignments
Week 1 Sept. 6	Overview of communication	Ch. 1	Introduce yourself (D2L) Sunday Sept. 10, 11:59 pm
Week 2 Sept. 13	Identities & perceptions, culture & diversity	Ch. 2	Quiz 1 - ch. 1, 2, 3 (D2L) Sunday Sept. 17, 11:59 pm
Week 3 Sept. 20	Verbal communication, language	Ch. 3	Discussion #1 gender & language (D2L) Tuesday Sept. 19, 11:59 pm
Week 4 Sept. 27	Non-verbal communication	Ch. 4	Quiz 2 - ch. 4 & 5 (D2L) Tuesday Sept. 26, 11:59 pm
Week 5 Oct. 4	Listening	Ch. 5	Discussion #2 listening (D2L) Tuesday Oct. 3, 11:59 pm
Week 6 Oct. 11	Interpersonal communication	Ch. 6 & 7	Quiz 3 - ch. 6 & 7 (D2L) Tuesday Oct. 10, 11:59 pm
Week 7 Oct. 18	Social & mass media, communication theory	Ch. 8	Discussion #3 media literacy (D2L) Annotated bibliography due (D2L) Tuesday Oct. 17, 11:59 pm
Week 8 Oct. 25	Group communication	Ch. 9	Quiz 4 - ch. 8, 9, 10 (D2L) Tuesday Oct. 24, 11:59 pm
Week 9 Nov. 1	Solving problems in groups	Ch.10	Group exercise in class
Week 10 Nov. 8	Understanding the audience, creating persuasive messages	Ch. 11	Quiz 5 - ch. 11 & 12 (D2L) Outline due (D2L) Tuesday Nov. 7, 11:59 pm
Week 11 Nov. 15	Developing a public presentation part 1	Ch. 12	Discussion #4 speeches (D2L) Tuesday Nov. 14, 11:59 pm Presentation purpose statement due <i>in class</i>
Week 12 Nov. 22	Developing a public presentation part 2		
Week 13 Nov. 29	In-class presentations		Presentation scripts due (D2L) Tuesday, Nov. 28, 11:59 pm
Week 14 Dec. 6	In-class presentations		Communication final paper due (D2L) Sunday Dec. 10, 11:59 pm

## 5. Basis of Student Assessment (Weighting)

*(Should be directly linked to learning outcomes.)*

- (a) Assignments
- |                             |     |
|-----------------------------|-----|
| Online discussions (4 x 5%) | 20% |
| Presentation                | 15% |
- Term essay on a communication topic:
- |                        |     |
|------------------------|-----|
| 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

*(If any changes are made to this part, then the Approved Course description must also be changed and sent through the approval process.)*

*(Mark with "X" in box below to show appropriate approved grading system – see last page of this template.)*

- |      Standard Grading System (GPA)
- |      Competency Based Grading System

## 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, Student Services or the College web site at <http://www.camosun.bc.ca>

### STUDENT CONDUCT POLICY

There is a Student Conduct Policy. It is the student's responsibility to become familiar with the content of this policy. The policy is available in each School Administration Office, Registration, and on the College web site in the Policy Section.  
<http://www.camosun.bc.ca/policies/policies.html>

## GRADING SYSTEMS <http://www.camosun.bc.ca/policies/policies.php>

The following two grading systems are used at Camosun College:

### 1. 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		1
0-49	F	Minimum level has not been achieved.	0

### 2. Competency Based Grading System (Non GPA)

This grading system is based on satisfactory acquisition of defined skills or successful completion of the course learning outcomes

Grade	Description
COM	The student has met the goals, criteria, or competencies established for this course, practicum or field placement.
DST	The student has met and exceeded, above and beyond expectation, the goals, criteria, or competencies established for this course, practicum or field placement.
NC	The student has not met the goals, criteria or competencies established for this course, practicum or field placement.

## B. 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 at <http://www.camosun.bc.ca/policies/E-1.5.pdf> 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 are designed to have an anticipated enrollment that extends beyond one term. No more than two IP grades will be assigned for the same course.

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.
----	---