COURSE SYLLABUS

Please read the following course syllabus carefully, especially the course dates, times and location. If you have any questions, please do not hesitate to communicate with the IDEAL Program office, your academic advisor, or the instructor.

The IDEAL degree-completion program is designed with the adult learner in mind. Adult learners approach learning with specific goals, want to be able to directly apply new learning to their work and personal lives, and tend to learn best when the coursework is problem-centered so that they are actively engaged in the learning process. In addition, adults bring rich and varied experience to the classroom, which becomes a valuable learning resource for other students.

The IDEAL Program assumes joint responsibility in the learning process. The activities and assignments in the courses build on the shared experience of all learners in each class. This is why each student's preparation, participation and interaction in class activities and discussions are critical to the success of each course. The accelerated format of each course requires a significant amount of your time outside the course to prepare for and complete the course assignments. This varies between students and courses; however, students typically spend nine-twelve hours per week on course material.

To participate in the IDEAL Program, it is expected that you will do the following:

1. Participate in and complete the online orientation prior to your first online course.
2. Obtain the required course materials prior to the course start date.
3. Login and participate in your course a minimum of three times per week.
4. Complete all assignments to the best of your ability.
5. Participate in the class discussions and demonstrate respect and consideration to the instructor and other students when they express themselves in discussion.
6. If you have any technical difficulties, you must contact the Office of Distance Education immediately at ubonline@bridgeport.edu.

If you cannot perform these six expectations, it is recommended that you drop the course. We look forward to your academic success in each course and the ultimate completion of your degree.
MCOM 110: Public Communications

Term: Spring 2015 - Online, March 9-May 12, 2015

Instructor: Dr. Monica Miller-Smith

E-mail: monicam@bridgeport.edu

Contact #: (203) 658-5915

Course Description:
The process and variables of everyday public address are examined through situations, content, presentation strategies and effects, and by classroom practice in the basic principles of oral communication.

Prerequisite Courses: None
Course Code: IS, PRST, UC

Required Textbook:

To order textbooks, go to the bookstore website at http://bridgeport.textbooktech.com/
Select IDEAL Campus and login to the bookstore. Select the course and follow instructions.

Learning Outcomes:
Upon completion of this course the student should be able to:

• Understand the process and need for public communication.

• Develop writing and delivery skills for effective presentations / speeches.

• Acquire strategies for reducing common public speaking anxiety.

• Enhance their critical thinking and listening skills in analyzing public speeches
Course Policies and Procedures:

Preparing to succeed in this course. The amount of material covered in this course is the same amount covered in an 8-week face-to-face course. Therefore expect to spend approximately 5-7 hours per week on this course. This will take commitment, time, and planning. You will have to be self-motivated and self-disciplined to keep up with the required readings and assignments.

Communication is a key. Learning takes place in a community. Communication is crucial to success in this class. I cannot stress the significance of keeping connected with one another by checking Canvas announcements, posts, and your Bridgeport e-mail. If you have questions, be sure to contact me. E-mail is the best way to reach me. I will check my e-mail daily. I will respond to course related questions within 24–48 hours. If I find those questions relevant and important to others, I will post them on the Announcement page. Phone consultations can be arranged if necessary. I will also provide feedback on written assignments within one week after the due dates.

Assignment due dates and working Ahead. Unless otherwise noted assignments are due to be posted no later than 11:45pm Eastern Standard Time on Sunday of the week they are due. Week 8 assignments will be due no later than 11:45pm Eastern Time on Saturday, May 2. Since all course materials and assignments are posted working ahead is encouraged. Late assignments will result in a deduction of 20% per day.

Netiquette. Refers to "Network Etiquette." For students taking a web-only course, it is essential that you communicate effectively with your instructor and other students.

Basic Netiquette for All Online Participation
(Source: Netiquette in the Classroom)

- Common courtesy and good manners, along with proper use of grammar, sentence structure, and correct spelling, are all part of proper netiquette when taking an online class.
- Adhere to the same standards as you would for written language.
- Remember who your audience is when posting to discussion boards, sending emails, or participating in a chat room discussion. You should behave as if you were sitting in a traditional classroom. Remember: The online classroom setting is more formal than in public forums or personal chat groups you may have used.
- Be clear and concise. Explain your ideas entirely but get quickly to the point.
- Using all capitals is the equivalent of SHOUTING and considered RUDE.
- Avoid "flaming" or attacking someone for their point of view. Remember that it will be read by many readers, including the instructor.
- Read over what you are going to send at least once, just as you would proof read a paper you submit. Remember, once you submit your work, discussion, or email, you cannot change what you have written.
• It is not acceptable for you to present work or ideas of others as your own. If you quote from a source, use quotation marks and provide the original author's name and the work from which the quotation is taken. Use your own understanding of the work, instead of direct quotes if possible, and give credit to the original author by citing name and source of idea.

University of Bridgeport E-mail. It is very important that you access your University of Bridgeport e-mail often, at least three times a week because all the email messages sent from this course go to your Bridgeport e-mail account.

Announcements. Please check for new announcements at least every other day. Newest announcements appear first. You can scroll down on the announcement page to view previous announcements.

Technical support. Questions or problems with technology such as problems uploading assignments or watching videos should be directed to the help desk at Phone: 203-576-4606 or Email: helpdesk@bridgeport.edu

Course Assignments:

Quizzes. Four online quizzes will be given. The first quiz will be available online from the beginning of the day Wednesday thru Sunday at 11:45pm of week 2, the second will be available from the beginning of the day Wednesday thru Sunday at 11:45pm of week 4, the third quiz will be available from the beginning of the day Wednesday thru Sunday at 11:45pm of week 6, and the fourth quiz will be available from the beginning of the day Wednesday through Saturday at 11:45pm of week 8. Quizzes will include multiple/choice questions. See Syllabus and Learning Modules for the chapters that are covered on each quiz. You are given 30 minutes to complete each quiz.

Scrapbook: To help bring public communications concepts to life, you will create a scrapbook consisting of items that provide vivid illustrations of concepts or topics covered in the course. You can use PowerPoint, Prezi, or a blog site (e.g., tumblr.com, blogger.com, or wordpress.com) to create your weekly scrapbook entries.

• The scrapbook should contain one entry for each chapter. Make sure to label each entry with the Chapter number.

• Each entry should focus on ONE term from the chapter. You must include a definition of the term from the text. Additionally, your definition must be accompanied by an example - you must explain the connection between the term and example. Thus, make sure to explain your example. Lastly, make sure that the information is relevant to the identified chapter.
The scrapbook can include: youtube video links, newspaper articles; photographs; cartoons from magazines and newspapers; scenes from movies and television shows; excerpts from speeches, and other media.

You must cite at the end of each entry— for information that comes from the text and for all media used in the scrapbook.

**Discussion Board.** Weeks 1, 4, 6 & 8 you will need to participate in a discussion board. Several questions will be presented and you are to respond with your thoughts on each. In addition, you need to make at least 2 additional comments which may include beginning a new “thread” making a point or posing a question about something that peaked your interest in the week’s materials, or providing a response to another student’s response in an ongoing thread. All posts must be substantive; that is they should be several sentences, clearly related to the topic, and incorporate course materials when appropriate. Responses should not be simple “I agree” or “I disagree” but should provide a specific discussion of what exactly you agree or disagree with and why. You should post on at least 2 different days each week. These are minimum requirements, and I encourage you to get involved more in discussions as your time and interest permits. All opinions are valued. Feel free to express perspectives that disagree with one another just be respectful when doing so. Please remember that we all learn from one another.

**Application Assignments.** There will be a series of Application Assignments. Week 1 you will locate a recent article on communication anxiety. Week 2 you will view and critique a speech using provided questions. Week 3 you will work in a group to complete the topic selection process and examine motivational appeals in advertisements. Week 4 you will read a speech and evaluate speech structure and use of testimony. Week 6 you will view a speech and critique the presenter’s presentation practices.

**Speeches & Peer Review.** You will write and present 3 speeches using the Media Recording Tool in Canvas. For each speech assignment, students will provide their peers with constructive feedback using a peer review form. Speech assignments are scheduled for Weeks 2, 5, and 7.

**Live Chats.** Four live chat sessions will be held. Chats will be held online during weeks 2, 5, and 7 and take place from 8:00pm to 9:00pm Eastern Standard Time. You are required to participate in at least two of these chat sessions. To receive full credit you must participate in the conversation. You are welcome and encouraged to participate in more than the required 2 but you will not receive points for above and beyond the required two.
Evaluation/Grading:

<table>
<thead>
<tr>
<th>ITEM</th>
<th>PERCENTAGE</th>
<th>POINTS</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes</td>
<td>40%</td>
<td>400 points</td>
<td>There are 4 Quizzes.</td>
</tr>
<tr>
<td>Scrapbook</td>
<td>24%</td>
<td>240 points</td>
<td>There are 12 Scrapbook Entries and each will be 20 worth points.</td>
</tr>
<tr>
<td>Application Assignments</td>
<td>15%</td>
<td>150 points</td>
<td>There will be 6 Application assignments. Each will be worth 25 points.</td>
</tr>
<tr>
<td>Speeches &amp; Peer Review</td>
<td>12%</td>
<td>120 points</td>
<td>You will present 3 speeches. Speech assignments will be worth 30 points. You will also complete peer review forms. Peer review assignments are worth 10 points each.</td>
</tr>
<tr>
<td>Discussion Board</td>
<td>6%</td>
<td>60 points</td>
<td>There will be 4 Discussion Board conversations. Each will be worth 15 points.</td>
</tr>
<tr>
<td>Live Chats</td>
<td>3%</td>
<td>30 points</td>
<td>You will need to participate in 2 of 3 online chats. Each will be worth 15 points.</td>
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| TOTALS                | 100%       | 1000 POINTS |                                                                      |

Letter Grading Scale:

<table>
<thead>
<tr>
<th>% of Points Earned</th>
<th>Letter Grade</th>
<th>% of Points Earned</th>
<th>Letter Grade</th>
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<tr>
<td>100-94</td>
<td>A</td>
<td>76-74</td>
<td>C</td>
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<tr>
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<td>A-</td>
<td>73-70</td>
<td>C-</td>
</tr>
<tr>
<td>89-87</td>
<td>B+</td>
<td>69-67</td>
<td>D+</td>
</tr>
<tr>
<td>86-84</td>
<td>B</td>
<td>66-64</td>
<td>D</td>
</tr>
<tr>
<td>83-80</td>
<td>B-</td>
<td>63-60</td>
<td>D-</td>
</tr>
<tr>
<td>79-77</td>
<td>C+</td>
<td>Below 60</td>
<td>F</td>
</tr>
<tr>
<td>Week</td>
<td>Date</td>
<td>PowerPoint Lectures</td>
<td>Readings</td>
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<tr>
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<td>---------------------------------------------------</td>
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<tr>
<td>0</td>
<td>3/2-3/8</td>
<td>Syllabus</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>3/9-3/15</td>
<td>Finding your voice, Managing your fear of speaking</td>
<td>Chps 1&amp;2</td>
</tr>
<tr>
<td>2</td>
<td>3/16-3/22</td>
<td>Speech preparation, Becoming a better listener</td>
<td>Chps 3&amp;4</td>
</tr>
<tr>
<td>3</td>
<td>3/23-3/29</td>
<td>Adapting to your audience and situation, Finding your Topic</td>
<td>Chps 5&amp;6</td>
</tr>
<tr>
<td>4</td>
<td>3/30-4/5</td>
<td>Building responsible knowledge, Supporting your ideas, Structuring and outlining your speech</td>
<td>Chps 7, 8, 9</td>
</tr>
<tr>
<td>5</td>
<td>4/6-4/12</td>
<td>Informative speaking</td>
<td>Chp 13</td>
</tr>
<tr>
<td>6</td>
<td>4/13-4/19</td>
<td>Presentation aids, Putting words to work, Presenting your speech</td>
<td>Chps 10, 11, 12</td>
</tr>
<tr>
<td>7</td>
<td>4/20-4/26</td>
<td>Persuasive speaking, Persuasion in controversy</td>
<td>Chps 14,15</td>
</tr>
<tr>
<td>8</td>
<td>4/27-5/2</td>
<td>Ceremonial speaking on special occasions</td>
<td>Chp 16</td>
</tr>
</tbody>
</table>
ACADEMIC POLICIES

Attendance Policy
Course attendance via online participation is an integral part of the online academic experience; therefore, students are expected to be participative in all course activities and discussions. If an absence is unavoidable, the student should communicate with the instructor. Arrangements should be made at that time for submission of any missed assignments.

IMPORTANT:
- An absence (lack of participation) in any week of the course, will drop the final grade by one letter grade (for example if a student earns a grade of “B” in the course, the final grade would be a “C”).
- An absence of two or more weeks will be cause for a failing grade.

Drop Procedures
To drop a course, you must complete and submit a Schedule Change Request Form. The form can be accessed at the IDEAL Course Schedule webpage: http://www.bridgeport.edu/academics/continuinged/ideal-academic-degree-programs-and-certificates/ideal-course-schedule/.

Please print and complete the form and fax the form to the IDEAL Office: 203-576-4537. Prior to dropping a course, the student should contact their IDEAL Academic Advisor to understand the implications to financial aid and/or degree plan progress.

Please review the drop fees and tuition refunds at the Academic Calendar; accessed at the IDEAL Course Schedule webpage (same link above).

Cell Phones
Cell phones must be turned off (or placed on “vibrate”) while in the classroom. A cell phone call is disruptive and disrespectful to the other students in the class.

Academic Dishonesty
The IDEAL program prohibits all forms of academic dishonesty. Academic dishonesty is normally defined as, but not limited to, the following two categories:

Cheating – Using inappropriate sources of information in an assignment or on a test. The following are examples of cheating taken from real student experiences:

Case #1: A student is enrolled in an introductory psychology course. He has co-workers who have taken the same course. As the end of the course approaches, he wonders how he will find the time to get the research paper finished, and asks one of his co-workers for help. His co-worker hands him a research paper that he submitted in a similar course. The student makes minor modifications to the paper, and submits it under his own name.

Case #2: A student enrolled in a humanities course is unsure about how to structure an essay. She is doing research on the World Wide Web, and comes across an essay written by a student from another university. Using her computer mouse, she copies and pastes the essay into her word processor. She goes to great lengths to re-word the paper in her own style, but essentially leaves the content and organization the same.
Plagiarism – Intentional as well as unintentional failure to acknowledge sources as well as the use of commercially available so-called “research papers” without full recognition of the source. Presenting as one’s own, the ideas, words, or products of another. The following are examples of plagiarism taken from real student experiences:

Case #3: A student is conducting research for a Civil War research paper. He has reviewed work on the Internet. Finding helpful information, he has summarized his findings without citing his sources. He believes that minor paraphrasing is all that is necessary.

Case #4: A student is writing a paper that requires her to address specific topics and problems in the assigned course textbook. She takes the information directly from the textbook with slight modification, without giving any citation. She thinks that since it is the course textbook, she doesn’t have to use quotations or citations.

Academic dishonesty applies to all courses, assignments or exams completed by students and submitted as their own original work, whether in person or by electronic means. The University does not tolerate cheating in any form. It is a serious breach of conduct with serious consequences. Instructors have the right to determine the appropriate penalty for academic dishonesty in their own courses; generally, however, such acts will result in a failing grade for the assignment and/or the course. The penalty for subsequent acts of academic dishonesty may include expulsion.

More information on how to recognize plagiarism can be found at this site: http://www.indiana.edu/~istd/plagiarism_test.html

Ethics Statement of Confidentiality
An integral component of an IDEAL course is student and faculty expression of personal experiences for the purpose of facilitating coursework. Students enrolled in the program are expected to honor confidentiality as it pertains to student disclosure. Shared information, comments, or opinions expressed by another student or the faculty member during the course of classroom discussion should never be used in a manner which is intended to humiliate, embarrass, harass, damage, or otherwise injure other students in their personal, public, or business lives. In addition, confidentiality must be upheld by not disclosing any information that would identify any particular individual.

ACADEMIC RESOURCE CENTER

The Academic Resource Center is available for IDEAL students seeking help in their studies. The Center is staffed by writing professionals and peer tutors. More information can be found at: http://www.bridgeport.edu/pages/2209.asp  The Center is located on the 5th Floor of the Wahlstrom Library. Make an appointment or walk-in: Telephone: 203-576-4290. Online Tutoring is available at: www.etutoring.org. To use this free service you must have a UBNet account.

Obtaining a UBNet Account
Every registered student should obtain a UBNet Account. The account allows you to access MyUB; the portal for grades, library services, Canvas online learning system. Also, the account allows you access to computers in the Library and computer labs, and provides an email account in which the University sends out information. Go to: http://www.bridgeport.edu/ubnet - Click on “New UBNet Account” and follow the instructions.
The @bridgeport.edu email address is the official email the University uses to send information to you. You can have your bridgeport.edu email forwarded to any other private email account you use. Following the activation of your UBNet account (takes 24 hours), login at: http://www.bridgeport.edu/email and click on “forwards” at the top of the page. Follow the directions to forward email messages to your other account.

**Learning Management System (LMS) - Canvas**
For all courses that use Canvas, you can access Canvas through the portal by using the myUB link. Faculty post class documents on Canvas e.g. syllabus, power points, discussion questions, case studies, current event articles, papers, reports etc. (save some trees). All students have access, and can download and copy the documents.
**Canvas Tutorial For Students:** https://bridgeport.instructure.com/courses/985903  
**For assistance** contact the UB Help Desk at 203-576-4606 or email helpdesk@bridgeport.edu https://bridgeport.instructure.com/courses/829447/

**Accessing Your Grades & Schedule Online**
The WebAdvisor online information system allows students to search for available classes, check grades, view semester class schedule and verify your personal profile. Grades are generally posted 2-3 weeks following the end of a course. To access WebAdvisor, login in to MyUB and follow the WebAdvisor menu on the right. If you are carrying a financial balance, access to WebAdvisor will be restricted.

**Using the Library**
Access to the Digital Library is through MyUB. On the MyUB home, in the central column, click on “myEureka Digital Library.” Research tools available:

- Search for books held at the library.
- Search the online databases for your academic field; business, counseling, human services, psychology, etc.
- Send questions to the Reference Librarian for assistance in research topics and searching strategy.

**Using Computers**
Open access computer labs are available at three locations:

- Bridgeport – 1st floor of the Wahlstrom library. Check library hours of operation at: http://www.bridgeport.edu/library.
- Stamford – Room D; Check open hours at: http://www.bridgeport.edu/stamford
- Waterbury – Computer Lab; Check open hours at: http://www.bridgeport.edu/waterbury
Course Cancellations
Any emergency necessitating the canceling of courses will be announced by the University through the Emergency Notification Telephone Line, (203) 576-4159. Please call this number for information on course cancellations. Also, information will be posted under “Latest News” on the UB home page, (www.bridgeport.edu). Cancelled classes will be made up either the week following the end of the course or in consultation between the instructor and the students as to day and time availability. Course cancellations are also announced on television and radio stations.

IMPORTANT CONTACT INFORMATION

<table>
<thead>
<tr>
<th>Office</th>
<th>Telephone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bridgeport Campus Security</td>
<td>(203) 576-4911</td>
<td><a href="mailto:ubsecurity@bridgeport.edu">ubsecurity@bridgeport.edu</a></td>
</tr>
<tr>
<td>Bursar</td>
<td>(203) 576-4692</td>
<td><a href="mailto:sfs@bridgeport.edu">sfs@bridgeport.edu</a></td>
</tr>
<tr>
<td>Cashier</td>
<td>(203) 576-4682</td>
<td><a href="mailto:sfs@bridgeport.edu">sfs@bridgeport.edu</a></td>
</tr>
<tr>
<td>Financial Aid</td>
<td>(203) 576-4568</td>
<td><a href="mailto:sfs@bridgeport.edu">sfs@bridgeport.edu</a></td>
</tr>
<tr>
<td>Registrar</td>
<td>(203) 576-4635</td>
<td><a href="mailto:registrar@bridgeport.edu">registrar@bridgeport.edu</a></td>
</tr>
<tr>
<td>Emergency Notification Phone</td>
<td>(203) 576-4159</td>
<td></td>
</tr>
<tr>
<td>IDEAL Office</td>
<td>(203) 576-4800</td>
<td><a href="mailto:idealinfo@bridgeport.edu">idealinfo@bridgeport.edu</a></td>
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</tbody>
</table>

CAMPUS CONTACT INFORMATION

<table>
<thead>
<tr>
<th>Campus</th>
<th>Address</th>
<th>Telephone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bridgeport</td>
<td>126 Park Avenue Bridgeport, CT 06604</td>
<td>(203) 576-4800</td>
<td><a href="mailto:idealinfo@bridgeport.edu">idealinfo@bridgeport.edu</a></td>
</tr>
<tr>
<td>Stamford</td>
<td>5 Riverbend Drive Stamford, CT 06750</td>
<td>(203) 358-0700</td>
<td><a href="mailto:ubstamford@bridgeport.edu">ubstamford@bridgeport.edu</a></td>
</tr>
<tr>
<td>Waterbury</td>
<td>84 Progress Lane Waterbury, CT 06705</td>
<td>(203) 573-8501</td>
<td><a href="mailto:ubwaterbury@bridgeport.edu">ubwaterbury@bridgeport.edu</a></td>
</tr>
</tbody>
</table>

Directions to IDEAL Campus locations [http://www.bridgeport.edu/pages/2260.asp](http://www.bridgeport.edu/pages/2260.asp)

To fill out your financial aid report to the Federal Government, please go online to [www.fafsa.ed.gov](http://www.fafsa.ed.gov). The school code for the University of Bridgeport is 001416. Federal Student Aid Information: 1-800-433-3243.