

COMMUNICATIONS IN PRACTICE

SPRING 2016
MORAVIAN COLLEGE

CONTACTING THE PROFESSOR

Dr. Debra Wetcher-Hendricks

e-mail: wetcher-hendricksd@moravian.edu

phone: 610-861-1415

office: PPHAC 314

hours: Tuesday 11:30 a.m.–1:00 p.m. and Wednesday 9:30 a.m. – 11:30 a.m.



REQUIRED COURSE READINGS

Book Berger, A.A. (2006). *Fifty Ways to Understand Communication*. New York: Roman & Littlefield Publishers, Inc.

available at: <http://chapters.altamirapress.com/07/425/0742541088ch1.pdf>

Articles distributed in class or available online

Through this course, students should obtain

- awareness of the ways in which communication principles manifest themselves in practice.
- first-hand views of the tasks involved in the production and distribution of media messages.
- familiarity with the professional expectations of those working in the field.
- recognition of practical and ethical issues that arise in the field.
- insight into one's own suitability for the field.

COURSE OUTCOMES



Evaluation

Five elements contribute equally to the course grade.

- **Reading Quizzes** – At the beginning of class each Monday, students will complete a short quiz to evaluate understanding of the readings assigned for that week. Each quiz will contain one to two questions that require written responses of no more than a few sentences. Students may use any notes that they have taken on the readings to help them with their responses, but may not use the actual assigned readings themselves. The lowest quiz grade of the semester will be “dropped.”
- **Presentations** – Two presentation times are scheduled during the semester. For each presentation, students must describe interviews that they conducted. The

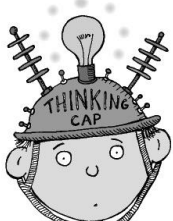
first interview takes place with an individual who works at the office or agency where you are shadowing and the second interview takes place with a Classmate. The presentation grade also reflects the quality of interview questions, submitted before the interview takes place, and fulfillment of the requirement that each student must pose questions to two of his or her Classmates about their presentations. Please see the document entitled, "Interview and Presentation guidelines for specific details about this assignment.

- **Classwork and class participation** – Aspects that contribute to the classwork and class participation grade include students' efforts towards in-class exercises and overall quality of interactions in class. Substantive contribution to class discussions and activities increases this grade. Conversely, disruption (including consistently arriving late to class), a lack of effort, or obvious inactivity (including sleeping) lowers the grade.
- **Final portfolio** – A final portfolio is due on the class' scheduled final exam date. The portfolio consists of a folder or binder containing a summary of the student's experience, a statement regarding the value of the experience for the student, a statement of the organization's role in the community, a thank you letter to the site contact, a sample cover letter and updated resume for the student, and samples of any work that the student contributed (although this element is not required) during his or her time at the organization. The document entitled, "Final Portfolio Guidelines" provides details about the expectations and suggestions for preparing each of these sections.
- **Site contact evaluation** - At the end of the semester, each site contact will provide his or her overall impressions of the student who shadowed him or her. Site contacts will receive evaluation forms (A copy for your own records is attached to this syllabus.) that request information pertaining to matters such as students' abilities to follow the organization's operations, effectively interact with those in the organization, and behave professionally.

PLEASE NOTE: *Students are expected to record the times at which they arrive and from which they depart the organization where they perform their shadowing assignments. (Please see the attached timesheet.) The site contact should sign this timesheet each week and submit it with his or her evaluation at the end of the semester. Three points will be deducted from the course grade for each week that a student does not fulfill his or her two-hour on-site obligation. In the case of unavoidable absence, arrangements to account for the missed time must be made with the site contact.*

The preceding factors will be combined in the following manner to determine course grades.

| | | |
|-------------------------|------------|-----|
| reading quizzes | (3% each) | 30% |
| interview presentations | (15% each) | 30% |



| | | |
|-----------------------------------|-----|-----|
| interview questions (3% each) | | |
| presentation (9% each) | | |
| questions to Classmates (3% each) | | |
| final portfolio | 15% | |
| Classwork and Class participation | | 15% |
| site contact evaluation | 10% | |

Course grades follow the letter-grade system. Please consult the Moravian College Student Handbook for a description of the level of work characteristic of each grade. The numerical ranges used to assign each letter grade in this course are as follows.

| | | | |
|----|-----------|----|-----------|
| A | 92%-100% | C | 72%-77.9% |
| A- | 90%-91.9% | C- | 70%-77.9% |
| B+ | 88%-89.9% | D+ | 68%-69.9% |
| B | 82%-87.9% | D | 62%-67.9% |
| B- | 80%-81.9% | D- | 60%-61.9% |
| C+ | 78%-79.9% | F | 0%-59.5% |



Policies All standards listed in the college catalog that deal with attendance, withdrawal, cheating, plagiarism, and any other pertinent policies apply to this class.


Please make every possible effort to take quizzes and submit papers on the scheduled dates. (See the Course Schedule.) Students who do not attend class on one of their scheduled presentation or questioning days will receive grades of 0 for the relevant assignment(s). Also, it is the responsibility of the student to obtain information and distributed materials from any class that he or she misses.

Students who wish to request accommodations in this class for a disability should contact the Assistant Director of Learning Services for academic and disability support, 1st floor of Monocacy Hall, or by calling 610-861-1401. Accommodations cannot be provided until authorization is received from the Academic Support Center. Also, the Writing Center is located in a building that is not accessible to persons with mobility impairments. Those who need the services of the Writing Center should call 610-861-1392.

COURSE SCHEDULE

This calendar provides an anticipated schedule of topics and assignments. Please be aware that it may to change based upon the progression of the semester.

In general, you should have completed the readings (the author of the book calls them "statements") by Monday. Class time on Mondays will focus upon clarifying and considering ideas presented in the statements. Class time on Wednesdays will focus upon applying these ideas to experiences while shadowing.

| ASSIGNMENT FOR THIS WEEK | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY |
|---|-----------------------------------|---------|--|---|--------|
| | 1/18 Introductions | 1/19 | 1/20 shadowing descriptions | 1/21 | 1/22 |
| Read Statement 5. Read http://perflensburg.se/Berger%20social-construction-of-reality.pdf (pgs. 49-61). | 1/25 Social Constructions | 1/26 | 1/27 Social Constructions | 1/28 | 1/29 |
| Read Statements 10 and 11 | 2/1 communication theory | 2/2 | 2/3 communication theory | 2/4 | 2/5 |
| Read Statements 1 and 6. | 2/8 elements of communication | 2/9 | 2/10 interview ?'s due elements of communication | 2/11 | 2/12 |
| Read Statements 2, 18, and 22. | 2/15 elements of communication | 2/16 | 2/17 elements of communication | 2/18 | 2/19 |
| Read Statements 21, 29, 37. | 2/22 collective thought | 2/23 | 2/2 collective thought | 2/25 | 2/26 |
| Prepare presentation. | 2/29 interview 1 presentations | 3/1 | 3/2 interview 1 presentations | 3/3 | 3/4 |
| | 3/7 | 3/8 | 3/9 have a good Spring Break! | 3/10 | 3/11 |
| Read Statements 26, 27, 49. | 3/14 motivation | 3/15 | 3/16 motivation | 3/17  | 3/18 |
| ASSIGNMENT FOR THIS WEEK | MONDAY | TUESDAY | WEDNESDAY | THU | FRIDAY |

| | | | | | |
|-----------------------------|--------------------------------------|------|---|------|------|
| Read Statements 30 and 40. | 3/21 entertainment | 3/22 | 3/23 entertainment | 3/24 | 3/25 |
| Read Statements 39, 45, 46. | 3/28 entertainment | 3/29 | 3/30 entertainment | 3/31 | 4/1 |
| Read Statements 38, 41. | 4/4 entertainment | 4/5 | 4/6 interview ?'s due entertainment | 4/7 | 4/8 |
| Read Statements 47, 48, 43. | 4/11 aesthetics | 4/12 | 4/13 aesthetics | 4/14 | 4/15 |
| Read statements 35 and 36. | 4/18 change | 4/19 | 4/20 change | 4/21 | 4/22 |
| Prepare presentation. | 4/25 interview 2 presentations | 4/26 | 4/27 interview 2 presentations | 4/28 | 4/29 |
| Prepare portfolio. | 5/2 | 5/3 | 5/4 | 5/5 | 5/6 |

SITE CONTACT EVALUATION

To the site contact: Please submit this completed form, along with the signed timesheet, at the end of the semester. Both documents may be scanned and e-mailed to wetcherhendricksd@moravian or sent through U.S. mail to

Dr. Debra Wetcher-Hendricks
Department of Sociology
Moravian College
1200 Main Street
Bethlehem, PA 18018

Student's name _____
Site Contact's name _____
title _____
phone _____ **e-mail** _____
Agency _____

Please evaluate the student in the following areas on a scale from 1 – 5, writing the appropriate number in the space next to each criterion. If you cannot evaluate the student in a particular area, please leave the space blank.

1 = poor, 3 = average, and 5 = excellent.

____ Punctuality
____ Professionalism
____ Demeanor
____ Knowledge level (relative to those at an “entry” level)
____ Ability to apply academic knowledge
____ Initiative
____ Written communications skills (on any assigned tasks)
____ Oral communication skills (on any assigned tasks)
____ Interpersonal Skills

Please turn over this page.

Briefly describe the student's attitude. Was the student generally eager to learn? Did the student actively seek out projects, tasks and ask questions? Was the student generally positive and upbeat while working with your organization? Did he or she complete any assigned tasks on time and satisfactorily?

Site Contact's signature _____ date_____

Students must spend two hours per week on site and record their arrival and departure times below. In the case of unavoidable absence, arrangements to account for the missed time must be made with the site contact.

[illegible]

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The site contact must sign this form at the end of the semester and return it to the faculty supervisor along with the completed site contact evaluation form. Both documents may be scanned and e-mailed to wetcherhendricksd@moravian or sent through U.S. mail to

Dr. Debra Wetcher-Hendricks
Department of Sociology
Moravian College
1200 Main Street
Bethlehem, PA 18018

site contact signature

date