

College of San Mateo
Official Course Outline

1. **COURSE ID:** COMM 115 **TITLE:** Survey of Human Communication
Units: 3.0 units **Hours/Semester:** 48.0-54.0 Lecture hours; 16.0-18.0 TBA hours; and 80.0-90.0 Homework hours
Method of Grading: Letter Grade Only
Recommended Preparation:
 Eligibility for ENGL 100 or ENGL 105.

2. **COURSE DESIGNATION:**
Degree Credit
Transfer credit: CSU
AA/AS Degree Requirements:
 CSM - GENERAL EDUCATION REQUIREMENTS: E2b. English, literature, Speech Communication
 CSM - GENERAL EDUCATION REQUIREMENTS: E2c. Communication and Analytical Thinking
 CSM - GENERAL EDUCATION REQUIREMENTS: E5d. Career Exploration and Self-Development

3. **COURSE DESCRIPTIONS:**
Catalog Description:
 An introductory course to the field of Communication Studies. Fundamental theories and competencies in public speaking, interpersonal/intercultural communication, and small group communication will be covered. Oral presentations will be required.

4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**
 Upon successful completion of this course, a student will meet the following outcomes:
 1. Write complete sentence speech outline that demonstrate their ability to appropriately organize, research, and support an audience centered message with a clear specific purpose.
 2. Effectively deliver an extemporaneous audience centered message using a variety of delivery techniques.
 3. Recognize the self-concept development process, its multidimensional identity and its role in communication.
 4. Explain the influence of culture(s) on communication using various models of communication.
 5. Demonstrate an understanding of task, maintenance, and self-centered roles in group settings.

5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**
 Upon successful completion of this course, a student will be able to:
 1. Write complete sentence speech outline that demonstrate their ability to appropriately organize, research, and support an audience centered message with a clear specific purpose.
 2. Effectively deliver an extemporaneous audience centered message using a variety of delivery techniques.
 3. Recognize the self-concept development process, its multidimensional identity and its role in communication.
 4. Explain the influence of culture(s) on communication using various models of communication.
 5. Design and employ appropriate forms of critical thinking, decision making, conflict resolution, listening, ethical, and problem solving skills as applicable in a variety of group settings.
 6. Demonstrate an understanding of task, maintenance, and self-centered roles in group settings.

6. **COURSE CONTENT:**
Lecture Content:
 Foundations of Human Communication
 Fundamentals of Human Communication
 The Nature of Communication
 The forms of Human Communication
 The benefits of Human Communication
 Elements of Human Communication
 Communication Contexts
 Source-Receiver
 Messages
 Channels
 Noise

- Effects
- Principles of Human Communication
 - Communication is Transactional
 - Communication is a Process of Adjustments
 - Content and Relational Dimensions
 - Communication is Vague
 - Communication is Irreversible and Unrepeatable
- The Competent Communicator
 - The Competent Communicator Thinks Critically and Mindfully
 - The Competent Communicator is an Effective Code Switcher
 - The Competent Communicator is Culturally Sensitive
 - The Competent Communicator is Ethical
 - The Competent Communicator is an Effective Listener

Culture and Communication

- The Nature of Culture
 - Sex and Gender
 - The Transmission of Culture
 - The Aim of Cultural Perspective
- Cultural Differences
 - Individual and Collectivist Orientation
 - High and Low Low-Context Cultures
 - High and Low Power Distances
 - Masculine and Feminine Cultures
 - High and Low Ambiguity Tolerant Cultures

Perception of Self and Others

- Self-Concept, Self-Awareness and Self-Esteem
 - Self-Concept
 - Self-Awareness
 - Self-Esteem
- Self-Disclosure
 - Factors influencing self-disclosure
 - Rewards and Dangers of Self-Disclosure
 - Guidelines of Self-Disclosure
- Perception
 - Organization
 - Selection
 - Interpretation
 - Negotiation
- Forming Impressions
 - Affinity
 - Accuracy of Impression Formation
 - Self-Monitoring

Listening in Human Communication

- The Importance and Process of Listening
 - The Importance of Listening
 - The Process of Listening
- Listening Barriers
 - Physical and Mental Distractions
 - Biases and Prejudices
 - Premature Judgement
 - Hearing Impairment
- Styles of Effective Listening
 - Empathic Listening
 - Polite Listening
 - Critical Listening
 - Active Listening
- Listening, Culture, and Gender
 - Culture and Listening
 - Gender and Listening

Verbal Messages

Principles of Verbal Messages

- Meanings are in People
- Meanings are both Connotative and Denotative
- Meanings depend on Context
- Messages Can Deceive

Nonverbal Messages

The Principles of Nonverbal Communication

- Nonverbal Messages Interact with Verbal Messages
- Nonverbal Messages Help Manage Impressions
- Nonverbal Messages Help Form Relationships
- Nonverbal Messages Are Crucial for Emotional Expressions

Channels of Nonverbal Communication

- Body Communication
- Facial Communication
- Eye Communication
- Space Communication
- Artifactual Communication
- Touch Communication
- Paralanguage
- Silence
- Time Communication

Culture and Nonverbal Communication

- Gestures and Culture
- Facial Expressions and Culture
- Touch and Culture
- Paralanguage, Silence, and Culture
- Time and Culture

Interpersonal and Small Group Communication

Interpersonal Communication and Conversation

The Nature of Interpersonal Communication and Conversation

- Definition of Interpersonal Communication
- The Stages of Conversation

Principles of Conversation and Interpersonal Communication

- Making Small Talk
- Apologizing
- Giving and Receiving Compliments
- Giving and Receiving Advice

Interpersonal Relationship Stages and Theories

Interpersonal Relationships

- Advantages and Disadvantages of Interpersonal Relationships
- Relationship Stages
- Social Exchange Theories
- Relational Dialectics Theory

Small Group Communication

Preliminaries to Small Group Communication

- Advantages to Disadvantages of Small Groups

Small Group Stages, Formats, Culture, and Power

- Small Group Stages
- Small Group Formats
- Small Group Cultures
- Small Group Power

Problem-Solving Groups

- The Problem-Solving Sequence
- Problem-Solving Groups at Work

Membership in Small Group Communication

- Member Roles
- Interaction Process Analysis
- Member Function and Skills

Principles of Conflict

- Conflict May be Positive or Negative

- Conflict Styles have Consequences
- Conflict Management Strategies
 - Win-Lose and Win-Win Strategies
 - Avoidance and Active Fighting
 - Blame and Empathy
 - Aggressiveness and Argumentativeness
- Public Speaking**
- Public Speaking Topics, Audiences, and Research
- Select your Topic, Purpose and Central Idea
 - Topic Selection Process
 - Developing a Specific Purpose
 - Developing a Central Idea
- Analyze Your Audience
 - Analyzing the Sociology of the Audience
 - Analyzing the Psychology of the Audience
 - Analyzing and Adapting to the Audience Before and After
- Researching Your Topic
 - Sources of Information
 - Integrating and Citing Research
- Supporting and Organizing our Speech**
- Collect and Supporting Materials
 - Examples
 - Statistics
 - Testimony
- Organization of Main Points
 - Time
 - Sequence
 - Topical
 - Problem-Solution
 - Cause-Effect/Effect-Cause
 - Pro and Con Pattern
- Main Parts and Transitions to the Speech
 - Introduction
 - Body
 - Conclusion
 - Transitions
- Outlining Your Speech
 - Construction of the Outline
- Style and Delivery in Public Speaking**
- Style Your Speech
 - Choosing Words
 - Phrasing Sentences
- Practicing Your Speech
 - Rehearsing
 - Timing Your Speech
 - Make Delivery Notes
- The Informative Speech**
- Principles for Effective Informative Speaking
 - Focus on Your Audience
 - Limit the Information
 - Make Your Speech Easy to Remember
- Introduction and Conclusion Strategies
 - Four Goals of Introduction
 - Key Summary Strategies for Conclusion
- The Persuasive Speech**
- Principles for Effective Persuasive Speaking
 - Know Your Goals
 - Focus on Your Audience
 - Identify With Your Audience
 - Ask for Reasonable Amounts of Change

- Three Persuasive Proofs
 - Logical Proofs (Logos)
 - Emotional Proof (Pathos)
 - Credibility Proof (Ethos)
- Persuasive Speeches on Questions of Fact
 - Central Idea
 - Support
 - Organization
- Persuasive Speeches on Questions of Value
 - Central Idea
 - Support
 - Organization
- Persuasive Speeches on Questions of Policy
 - Central Idea
 - Support
 - Organization

TBA Hours Content:

Survey of Human Communication has a TBA (To Be Arranged hours) requirement that students must fulfill as part of their enrollment in this course. These TBA hours are not homework but are instructional activities designed to augment the lecture portion of the course.

Under faculty supervision, students are required to complete activities shown below in the Communication Studies Center, such as videorecorded rehearsal of speeches, small group presentations; peer and self-critiques of group activities; research; and consultation with instructor on lab modules.

7. REPRESENTATIVE METHODS OF INSTRUCTION:

Typical methods of instruction may include:

- A. Lecture
- B. Lab

8. REPRESENTATIVE ASSIGNMENTS

Representative assignments in this course may include, but are not limited to the following:

Writing Assignments:

Write formal outline using research from the College Library to support ideas for an informative and/or persuasive speech. Students will extemporaneously deliver their speech in class using effective speech delivery techniques.(2-3 speeches, approximately 2-6 minutes in length)

Write a 1-2 page weekly journal accurately reflecting theories of interpersonal/intercultural communication using real-life examples and experiences as support.

Review and provide a case study that poses a problem-solving small group challenge. Students will work in groups in analyzing case study and present effective solutions to the case. Students working in small groups may collectively work together producing a project demonstrating their competencies in the application of small group communication. (1-3 Papers/projects/oral presentations 3-5 pages in length)

Reading Assignments:

Reading of required textbook(s) (1-2 chapters per week approximately 10-20 pages each chapter).

Research using the College Library accessing 2-4 academic journals (10-20 pages each)

Internet research accessing case studies and additional support for course assignments.

To be Arranged Assignments:

Under faculty supervision, students are required to complete activities shown below in the Communication Studies Center, such as videorecorded rehearsal of speeches, small group presentations; peer and self-critiques of group activities; research; and consultation with instructor on lab modules.

9. REPRESENTATIVE METHODS OF EVALUATION

Representative methods of evaluation may include:

- A. Class Participation
- B. Class Performance
- C. Class Work
- D. Exams/Tests
- E. Group Projects
- F. Homework
- G. Lab Activities

- H. Oral Presentation
- I. Papers
- J. Portfolios
- K. Projects
- L. Quizzes
- M. Research Projects
- N. Written examination

10. **REPRESENTATIVE TEXT(S):**

Possible textbooks include:

- A. Adler, Ronald., Rodman, George., du Pre, Athena. *Essential Communication*, 1 ed. New York: Oxford University Press, 2015
- B. O'Hair, Dan., Wiemann, Mary., Mullin, Dorothy., Teven, Jason. *Real Communication an introduction*, 3 ed. New York: Bedford St. Martins, 2015
- C. Seler, William., Beall, Melissa., Pazer, Joseph. *Communication Making Connections*, 10 ed. Boston: Pearson, 2017
- D. DeVito, Joseph. *Human Communication The Basic Course*, 14 ed. Hoboken: Pearson, 2018
- E. Beebe, Steven., Beebe, Susan., Ivy, Diana. *Communication- Principles for a Lifetime*, 6 ed. Boston: Pearson, 2016
- F. Adler, Ronald., Rodman, George., du Pre, Athena. *Understanding Human Communication*, 13 ed. New York: Oxford University Press, 2017

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Course Originator: Fermin Irigoyen II