

THIS SYLLABUS WILL ALWAYS BE AVAILABLE ON ONCOURSE.
IF YOU STILL FEEL THAT IT IS NECESSARY TO PRINT IT OUT, PLEASE PRINT DOUBLE-SIDED

Organizational Communication

Comm 460-01, Spring 2017
T&Th 2:00-3:20, Fenton 154

Instructor Dr. Tracy Marafiote

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Dept of Communication: 324 McEwen Hall, 673-3410

Course Goals & Description

The **Communication & Social Interaction Studies** major stresses critical thinking and how reality is created and maintained through communication practices. It also addresses appropriate and effective participation within relationships and in the *personal, public, and professional spheres*. This is a Communication Studies course; it focuses on theories of organizational communication and common practices relevant to their application, particularly in the *public and professional arenas*.

Course goals include: understanding the complex and dynamic aspects of communication in contemporary organizations; critically analyzing approaches to leadership, organizational communication, and relationships; exploring ethics in decision-making; and considering the relationship among organizational behavior, communication practices, and social factors such as increasing cultural diversity and social accountability/environmental sustainability.

In doing so, this course also addresses the following **Department of Communication Learning Goals**, which state that *Students will demonstrate the ability to be:* (1. *Inclusive:* understand, evaluate, and communicate creatively—within and across technically and culturally diverse groups—in ways that responsibly confirm the value of all members. (2. *Analytical:* evaluate and creatively consider communication locally, globally, and historically through perspectives relevant to their specific major. (3. *Engaged:* extend and apply skills and knowledge to create community connections beyond the university that foster professional, civic, and developmental engagement. (4. *Ethical:* understand and apply ethical principles to the practice of communication in research, interactions, and creative processes in diverse social, cultural, and professional spheres. (5. *Problem Solving:* develop and implement creative, knowledge-based solutions across a variety of communication contexts within and beyond the university. (6. *Proficient:* forge connections between the skills and knowledge acquired in their communication major with their lives, careers, and education beyond the baccalaureate.

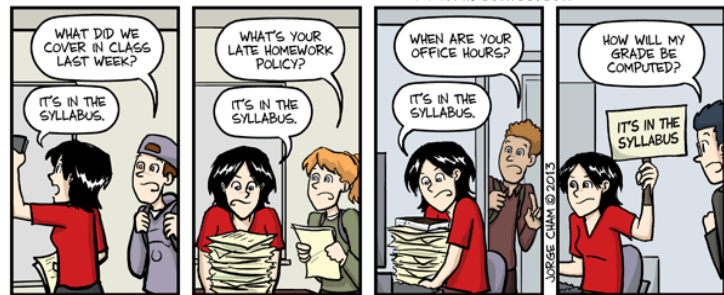
Throughout the semester we will examine actual case studies of organizational situations and integrate theoretical applications to explain and resolve these communicative/relational quandaries. Overall, through course readings and activities, you will gain the professional and personal intellectual knowledge to become an informed, critically thinking participant in contemporary organizational life.

NOTE that this is not a class in "business communication," but a course that examines the complexities of organizations of many types, such as public and private, business/for-profit and non/not-for-profit, governmental and non-governmental organizations (NGOs), and so on.

IT'S IN THE SYLLABUS

This message brought to you by every instructor that ever lived.

WWW.PHDCOMICS.COM



Required Texts

- Eisenberg, E.M., Goodall, H.L., & Trethewey, A. (2014). *Organizational communication: Balancing creativity and constraint (7th ed.)*. Boston, MA: Bedford/St. Martin's. ISBN: 9781457601927
☞ Save \$ and resources with an E-Copy: Enter title or ISBN at <http://www.coursesmart.com/> ☞
- Weekly Case Studies, available on OnCourse; Additional materials or readings may be required.

Department of Communication Philosophy

Communication does not exist outside of relationships. With this in mind, the faculty of the SUNY Fredonia Department of Communication believe that all communicators, whether in the classroom, on the air, or within created works, have a responsibility to themselves and their audience.

The faculty believe that it is our responsibility to provide perspective and structure as students make choices about their work, and consequently, about themselves and who they are as adults and scholars. We encourage students to make the effort to consider the consequences of their choices for themselves, for others, and for those relationships.

The faculty encourages projects and behaviors that are undertaken with thoughtful respect and consideration for others. We support and encourage work that is both ethical and enriching to the students' community and to personal and professional relationships.

All students should review the **Department of Communication Ethical and Professional Standards** at <http://www.fredonia.edu/department/communication/standards.asp>

Instructor Philosophy/Availability

This is a rigorous and effort-intensive course; you will be exposed to issues, perspectives, and theoretical concepts that will demand a high level of effort and engagement. I will conduct each class and our interactions with these expectations. If at any time during this semester, you feel that my expectations are unclear, have difficulty meeting any of the above requirements, or have any course-related concerns, please talk with me – preferably **before** it becomes an issue (for assignments, *prior to* any due date) – so that we can discuss a solution. I make an effort to always be accessible both in and out of the classroom, and am always willing to discuss any issues related to your learning.

Be aware that I feel strongly that an education is earned through engaged effort to expand your understanding and knowledge of new topics/issues/ideas, as well as your critical thinking abilities. Neither an education nor a good grade is gained simply by paying tuition, attending class, and turning in assignments. As a student you choose the extent to which this course and your education is a priority for you; it is likely that your intellectual success and your grades will reflect your choices and your effort.

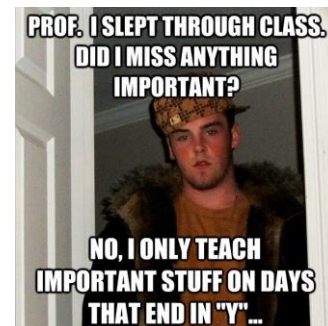
"You cannot afford to think of being here to **receive** an education: you will do much better to think of being here to **claim** one." Adrienne Rich

Course, Department, & University Policies

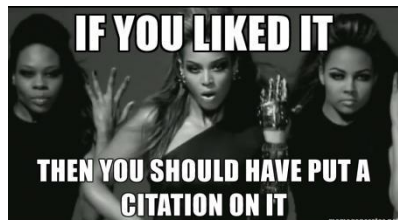
ADA Statement Reasonable accommodations are available to students with documented disabilities at Fredonia. Students who may require instructional and/or examination accommodations should contact the office of Disability Support Services for Students (DSS), located on the 4th Floor of the Reed Library (716-673-3270 or disability.services@fredonia.edu). The DSS coordinator will review documentation and determine accommodations on a case-by-case basis. DSS will notify me with an accommodation letter which verifies that you have registered with that office and which describes any accommodations approved for you. After you have met with the DSS coordinator, please contact me so that we can discuss any needed accommodations.

Make up Policy/Assignment Deadlines Quizzes, in-class assignments, reading summaries, etc. cannot be made up; all work is due on the designated day – this *includes* absences for weddings, vacations/trips, doctor visits, interviews, business/work, etc. Notifying me in advance is advised but does not constitute an "excused absence." In the case of *emergencies* or *extreme personal difficulty* (none of the above reasons qualify), some assignments may be made up *with documentation* (copy of hospital bill, funeral notice, etc.); see me. I am happy to provide **feedback on drafts** of assignments; to allow time in my schedule to do so, such requests must be submitted—with the *100% complete* draft—one week prior to the assignment due date. **Late assignments** will be penalized 5% for each day late and will not be accepted more than one week late.

Attendance & Punctuality policy Regular attendance and punctuality are expected for all class meetings. If you have a scheduling dilemma that makes punctuality difficult, you should reconsider your registration. We will both begin and end classes on time every meeting. Repeatedly arriving after class begins will reduce your attendance grade. Three late arrivals or departures equal an absence. Arriving over 10 minutes late or leaving early is considered an absence. **If you miss class**, it is your responsibility to *contact another student* regarding lecture material, notes, assignments, etc. *In any class, in contacting instructors about absences, have the common sense not ask if you did or if you will "miss anything 'important'."*



Academic Honesty/Plagiarism Compliance with strict standards of academic honesty is expected.



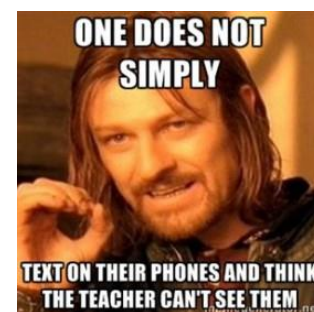
Academic misconduct/plagiarism will not be tolerated and may be grounds for failure of the course, and suspension or dismissal from the University. Note that **plagiarism** is the failure to correctly cite/reference ANY words OR ideas that are not ORIGINALLY yours. You should *always* reference the sources of your information.

Plagiarism also includes the using of others' (or sharing your own) essays, quizzes, etc., and the use of pre-written, purchased, or downloaded materials. *If you do not understand how to cite others' work in your own writing, schedule an appointment with me;* I always am very happy to discuss referencing and learning-related topics with you. Additionally, any **material written for another course** may not be used in this course (or vice versa) without specific permission of both course instructors.

Class Environment Your continued enrollment in this course indicates your agreement that all discussions and interactions will be conducted with thought, maturity, and respect for others' rights to differing values and views. Discussion of differing beliefs is encouraged, and will be conducted in a manner that maintains a climate conducive to the thinking and learning of all members of the class. Students are encouraged to exercise personal responsibility and self-discipline, and engage in the rigors of discovery and scholarship.

Sustainability Policy In keeping with SUNY Fredonia's Green Initiatives to use resources more thoughtfully, you are encouraged you to be mindful about paper (and other resource) usage. Please use double-sided printing for all hard copies of course work. Moreover, you're encouraged to print selectively from our course E-reserves, share/reuse with classmates, and recycle all E-reserve and other materials that cannot be passed on to future students.

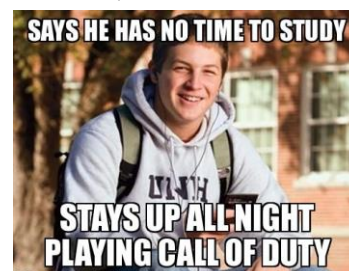
Cell Phone Policy Phones must be TURNED OFF and PUT AWAY in bag or backpack during class. Research shows that the mere presence of a cellphone distracts and reduces the ability to focus; a phone that is out during class will automatically result in a loss of participation points, and may be confiscated for the remainder of the class or the semester. I retain the right to answer any incoming calls or texts. If you are expecting an emergency call or text, let me know in advance.



Laptop Policy Research shows that laptops are a distraction in the classroom. Other than for occasional class assignments, laptops will generally only be allowed in order to accommodate documented special needs (ADA accommodations), or well-supported requests.

Study time The Communication Department enforces rigorous academic standards, which maintain the high quality and success of our graduates. Students should expect to devote a minimum of 3 hours of study/preparation time for each in-class/credit hour.

Email communication Emails written to any faculty or staff, or to any community member as a representative of SUNY Fredonia, should use standard professional formatting. This includes a clear subject heading, a courteous greeting, proper spelling and grammar, respectful content, and an identifying "signature." See: Great info #1 and Good Example #2. **Pro tip: never start a professional email with "Hey".**



Requests for Reevaluation/24 hour rule The burden of proof in any reevaluation of your work rests with

you. Requests for reevaluation must be made *within one week* of the original evaluation. Before meeting with me, please use the first 24 hours to carefully consider my comments in relation to the assignment guidelines. Then, in writing, identify specific concerns or proposed changes and provide an argument and evidence in support of your position, which we will meet to discuss.

Recording Class Material Students may not take photographic, video, or audio recordings of any course material without express permission of the instructor. Any permission granted will be for one-time only and does not extend to other class meetings or materials. Any materials recorded with permission may be used only for the personal study purposes of the individual to whom permission was granted, and may not be shared with other individuals or entities for any purpose.

Course Requirements & Assignments

1. You have ample opportunity to do your work thoroughly throughout the semester and to work with me if you are having difficulties; **extra credit** assignments are not given.
2. In keeping with Fredonia's Green Initiative, this a (relatively) **paperless classroom**; unless otherwise stated, work will be turned in electronically to drop boxes on OnCourse (Assignment Submissions/ Drop Boxes folder). Please print double-sided if printing is necessary.
3. Log onto the **class ONCOURSE site** for copies of the syllabus, schedule, course assignment guidelines and other course-related materials or information, to submit assignments and communicate with group members, and to keep track of your grades. If you have any difficulty logging into OnCourse, contact the ITS Service Center, W203 Thompson, 673-3407.
NOTE 1: You MUST double-check ONCOURSE drop boxes to ensure that your assignment was successfully submitted by the due date/time. Failing to verify that your document is attached means that, if it is accepted it at a later date, it will be *late* and will lose points.
NOTE 2: You will typically **receive some written feedback** on assignments, not just number grades. To access comments, go the drop box where the assignment was submitted. **DO NOT submit PDF.**
NOTE 3: Any submitted documents that cannot be opened using MS Word will receive a zero. The only way to receive credit (minus 5-10%/day late) is: copy or click and drag (do **not** open and save) the file to a flash/thumb-drive, *retaining the original save date*. This date must be on or prior to the assignment's original due date to earn any credit. **DO NOT submit PDF files.**
4. SUNY requires you to keep track of your **Fredonia.edu email account** so you receive both university-wide notices and individual emails regarding class-related information. Failure to read *Fredonia.edu* emails does not exempt you from the content of any messages. **Starfish Statement:** We Care About your Success! This course is part of a Fredonia initiative that utilizes the Starfish Student Success Network. It is designed to promote student success through coordination and communication between students, instructors, and support staff. Throughout the semester, you may receive emails regarding your attendance, course grades, or academic performance. To benefit, it is important that you check your Fredonia email regularly and take recommended actions. You may be contacted directly by an Academic Advisor or Campus Support Professional.
5. To assist in refining your **referencing skills**, we will use TurnItIn.com. **Written assignments** are due *electronically* to **BOTH the OnCourse AND the TurnItIn.com drop boxes** (go to Assignment Submissions/Drop Boxes folder) on the dates listed on your course schedule. Work with a commonality rank higher than 3%* on TurnItIn will not be accepted; see "How to correct TurnItIn 'Originality Report' Errors" (Assignments & Descriptions folder) and resubmit prior to due date. ***NOTE** that the 3% is only to allow for common phrases (i.e., "The purpose of this study..." "The research found that..."); it does not mean that a "little bit of plagiarism is acceptable.
6. The content of **presentations, videos, and guest speakers' talks** is considered assigned material for which you are responsible. You must be in attendance for all of these.
7. We cannot discuss every concept from **assigned material** in class. *You are still responsible* for: the readings' content in assignments and tests; for asking questions about any material that you would like to clarify or that you believe relates to a concept we are discussing. Questions, concerns, and comments related to any of the course readings, materials, or assignments are always welcome.
8. In accordance with SUNY Fredonia guidelines, overall **grading/evaluation standards** are as follows:
A(94+)A-(93-0): Superior performance and achievement: demonstrating *exceptional* synthesis of concepts and evidence of critical thinking, and *far exceeding* the basic requirements.

- B+(89-7) B(86-4) B-(83-0):** Very Good performance, substantial achievement: demonstrating effectual effort in engaging concepts and exceeding the basic requirements
- C+(79-7) C(76-4) C-(73-0):** Fair or standard performance and achievement: demonstrating enough effort for meeting the basic requirements.
- D+(69-7) D(66-4) D-(63-0):** Passing yet substandard performance, minimal achievement: demonstrating *marginal* effort and *not meeting* all of the basic requirements.

NOTES: - *Detailed requirements for the **below assignments** are posted in OnCourse Assignments & Descriptions folder. *It is your responsibility to read and fulfill all assignments' guidelines as noted on the assignment description and/or as discussed in class.*

- **Due dates** may not be discussed in class; you should track them on the Course Schedule.
- **ALL group assignment grades** will be influenced by peer evaluations.

Reading Summaries & Collaborative Learning Groups* 15% Complete Summary Worksheets (10%) (see OnCourse) for weekly assigned chapters or articles (not Cases) and bring a hard copy to class. These will be used both in class discussions and as a foundation for Learning Groups (5%), in which you will discuss your own and others' questions or comments about the readings, respond to class questions/assignments, and engage in Case analyses (see next). A significant percentage of Learning Group grades will be based on peer evaluation of preparedness and contributions.

Weekly Case Studies* 22% Case Responses (16%) Read and, in a minimum of 1+ single-spaced pages, thoughtfully complete the questions for 8 of the 10 case studies *and* verbally contribute to the in-class discussions of the cases. Sign up to be the Discussion Leader (6%) in your Learning Group and the class for 2 of the 10 Cases.

Group Organizational Analysis Project* 28% Each student will participate in a semester-long group project. Your group will analyze either 1) an organization's claims and/or created public image surrounding social responsibility/sustainability or 2) the elements and creation of a non-profit's organizational culture. Progress Reports (3%) & Presentation (8%) Each group will submit 3 reports on its progress during the semester, at the end of which it will discuss its findings in a ~20-25 minute presentation. Essay (17%) With contributions from each member, the group will write a 10-12 page analysis of their research findings.

Exams 25% There will be two exams (Midterm 10%; Final Exam 15%) covering material in the text, group presentations, case discussions, class interactions, and lectures. You should also expect and be prepared for unannounced ("pop") Quizzes (averaged into the Final Exam grade).

Attendance/Participation 10% Attendance is required. It is your responsibility to make sure that you are marked on the roster. To benefit from the concepts and discussions in this course, it is essential that you regularly and actively participate; this requires your presence. Consequently, participation grades cannot be more than 5% higher than attendance grades. Participation is considered informed and insightful comments on, or questions about, class concepts, theories, and processes. You should come to every class having completed the reading and any assignments that are due and prepared to engage in *discussion* of both.

Student Resources

- Counseling Center 673-3424 <http://www.fredonia.edu/counseling/>
 - **sexual assault; alcohol/substance abuse; anxiety, grief, depression, suicidal thoughts;** other
- LoGrasso Health Center 673-3131, 673-3132 <http://www.fredonia.edu/healthcenter/>
 - birth control; immunizations; various health and medical issues
- Learning Center 673-3550, Carnahan-Jackson Ctr, 4th floor Reed Library <http://www.fredonia.edu/tlc/>
 - tutoring, supplemental instruction; language and/or disability support services; other
- University Police 673-3333, 2nd floor Gregory Hall, <http://www.fredonia.edu/upd/>
 - escort bus service; silent witness; bluelight program; other

Off Campus: (this is informational only, these orgs are not sanctioned by the instructor or by SUNY Fredonia)

- STI/other services: Evergreen Health <http://evergreenhs.org/> and AIDS Community Svcs of WNY <http://nyshealthfoundation.org/our-grantees/grantee-profile/aids-community-services-of-western-new-york-inc>
- Family Planning Clinic, Dunkirk Health Dept. <http://www.co.chautauqua.ny.us/271/Family-Planning> Graf Bldg, 319 Central Ave, Dunkirk 71-363-3660 / 866-604-6789