

BRESCIA UNIVERSITY COLLEGE
at the **UNIVERSITY OF WESTERN ONTARIO**

DIVISION OF FOOD AND NUTRITIONAL SCIENCES

HUMAN ECOLOGY 2266F, COMMUNICATIONS

Professor Cecily Alexander, MBA, RD

OFFICE HOURS: As posted or by appointment

Fall 2011

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LECTURE: Wednesday, 5:30 – 7:30 PM, BR 204

LABS: Section 532, Tuesdays 5:30 – 7:30 PM, BR 14

Section 531, Tuesdays 7:30 – 9:30 PM, BR 304

COURSE DESCRIPTION: A social-psychological analysis of communication theory in the context of interpersonal, small-group and large-group dynamics. Group exercises to improve communication skills and to stimulate discussion. Assignments and laboratories to provide an opportunity to prepare and present written and oral information within a professional context.

LEARNING OBJECTIVES: By the end of the course students will be able to:

1. demonstrate knowledge of the communication theories used in human communications, mediated communications, small groups, counselling, and advocacy;
2. assess communication strengths and weaknesses;
3. critically evaluate messages to assess the strengths/weaknesses of the appeal;
4. develop and deliver effective oral, written, and visual communications in a variety of contexts; and
5. improve their confidence in communicating in a variety of contexts.

ANTIREQUISITE(S): The former Human Ecology 255a/b. Registration limited to students in the Foods and Nutrition programs or by permission of the Division.

FORMAT: Lectures will be integrated with reading materials, visual presentations, individual assignments and group cases or discussions. The laboratory period will provide students with practical experience in presenting information to an audience, and in counselling / educating clients. Please turn off all electronic devices that are not being used for educational purposes, for the duration of the class/lab.

REQUIRED TEXT: Adler, RB, Rodman, G, & Sévigny, Alexandre. *Understanding Human Communication* (Canadian Ed). Oxford University Press, 2011.

RECOMMENDED TEXT: Holli BB, Maillet JO, Beto JA, and Calabrese RJ. *Communication and Education Skills for Dietetics Professionals* (5th Ed). Lippincott Williams & Wilkins, 2009. [Book also available on course reserve – please read assigned chapters prior to Interviewing and Counselling Lectures/Labs].

READINGS [Available on OWL]:

Dietitians of Canada. *Effective Media Relations, Media Tip Sheets*, 2004 & 2005.

Heart Health Resource Centre, @ *Heart: Influencing Decision Makers*, Issue 25, Summer 2007.

Ontario Ministry of Education, Policy/Program Memorandum No. 135: *Healthy Foods and Beverages in Elementary School Vending Machines*, October, 2004.

REFERENCES:

Aaron JE and McArthur M. *The Little Brown Compact Handbook, 3rd Canadian Edition*. Pearson Education Inc, 2006. [Library reference section or Brescia Writing Centre, Rm. 40].

EVALUATIONS:	DUE	% of final mark
Demonstration Speeches	(3 labs)	10
Persuasive Speeches and Outlines	(3 labs)	20
Advocacy Letter	(in class)	20
Interviewing Cases		10
Participation	Ongoing	5*
Final Exam	Check exam schedule	35
TOTAL		100

* Participation mark will be based on the level of completion of in-class activities and peer speech evaluations. One point will be allotted for attendance/completion and 2 points for valuable contribution to the activity / evaluation. Total mark will be based on completion of N-2 activities/evaluations, where N is the total number of opportunities to complete in-class activities/evaluations. This allows for two missed activities/evaluations. Any missed activities/evaluations beyond this allowance will result in a decrease in the participation mark.

Divisional and course policies are as follows:

1. Attendance and participation are mandatory.
2. Assignments are due at time and date noted. Late assignments will be reduced by 20% of the value of the assignment. Assignments more than seven days late will NOT be accepted, except with documentation to show a confirmed personal illness or a death in her/his immediate family. Assignments assigned in groups must be completed as a group. Individual submissions will be automatically reduced by 20%.
3. Requests for academic accommodation must be submitted through the academic advisors.
4. **Regrading:** If you receive a grade on an assignment and you wish to have it reevaluated, please re-read the assignment instructions and review the grading scheme and comments carefully. If you are still convinced that you have not received the grade that you deserve, prepare a half-page written explanation and submit it with the original assignment and marking scheme. The assignment will be reevaluated based on the strength of your explanation as well as the assignment instructions and grading scheme. There is no guarantee that your grade will go up after re-evaluation, in fact it could even go down. Remember to communicate respectfully and clearly why you believe a grade should be reconsidered. Requests for regrades must be submitted within one week of return of an assignment **in class**. If you are absent from the class where an assignment is returned, please see the professor during office hours or by appointment to retrieve your assignment. The deadline for submission of a request for regrade is based solely upon the date the assignment is returned in class by the professor.

LECTURE / LABORATORY SCHEDULE:

Lecture	Dates	LECTURES	Dates	LABS
1	Sept 14	Introduction to course Discuss assignments Ch. 1 Human Communication. Adler, Pg. 215 Metacommunication	Sept 13	NO LABS
2	Sept 21	Ch. 10 (Pgs. 361-371) Choosing & Developing a Topic Ch. 11 Organization and Support Ch. 12 Presenting Your Message	Sept 20	Demonstration Video Public Speaking Video
3	Sept 28	Ch. 13 Informative Speaking Ch. 14 Persuasive Speaking DUE: Topic for Demonstration Speech	Sept 27	Public Speaking Video cont'd Learning Style Self-assessments Holli, Ch. 12 (Pgs. 260-266)
4	Oct 5	Ch. 3 Language Ch. 5 Nonverbal Communication	Oct 4	Demonstration Speeches
5	Oct 12	Ch. 5 Nonverbal Communication cont'd Evaluating journal articles (Library presentation)	Oct 11	Demonstration Speeches
6	Oct 19	Advocacy Heart Health Resource Centre, Influencing Decision Makers Ministry of Education, Policy No. 135 DUE: Topic for Persuasive Speech	Oct 18	Demonstration Speeches
7	Oct 26	Ch. 4 Listening Adler, Pgs. 254-260 Communication Climates Holli, Ch. 3 Interviewing	Oct 25	Persuasive Speeches
8	Nov 2	Holli, Ch. 3 Interviewing Holli, Ch. 4 Counselling (Pgs. 63-70)	Nov 1	Persuasive Speeches
9	Nov 9	Holli, Ch. 6 Counselling for Behaviour Modification (Pgs. 105-121) Holli, Ch. 10 Principles & Theories of Learning(Pgs. 214-226) Holli, Ch. 5 (Pgs. 90-98; omit Box 5-1) Nutrition Counselling	Nov 8	Persuasive Speeches

10	Nov 16	Ch. 2 Perception, the Self & Communication Adler, Pgs. 230-244 Self-Disclosure DUE in class: Advocacy Letter	Nov 15	NO LABS
11	Nov 23	Media Communications Adler, pgs. 506-510 Mediated Communication Theories Dietitians of Canada, Media Tip Sheets	Nov 22	Interviewing Cases
12	Nov 30	Ch. 8 The Nature of Groups Ch. 9 Solving Problems in Groups	Nov 29	Interviewing Cases
13	Dec 7	Ch. 9 Solving Problems in Groups cont'd Adler, Pgs. 261-280 Conflict Review	Dec 6	Make up speeches (if necessary)

BRESCIA UNIVERSITY COLLEGE ACADEMIC POLICIES AND REGULATIONS

1. POLICY REGARDING MAKEUP EXAMS AND EXTENSIONS OF DEADLINES

When a student requests academic accommodation (e.g., extension of a deadline, a makeup exam) for work representing 10% or more of the student's overall grade in the course, it is the responsibility of the student to provide acceptable documentation to support a medical or compassionate claim. All such requests for academic accommodation **must** be made through an Academic Advisor and include supporting documentation. Academic accommodation on medical grounds will be granted only if the documentation indicates that the onset, duration and severity of the illness are such that the student could not reasonably be expected to complete her academic responsibilities. Appropriate academic accommodation will be determined by the Dean's Office in consultation with the student's instructor(s). Please note that personal commitments (e.g., vacation flight bookings, work schedule) which conflict with a scheduled test, exam or course requirement are not grounds for academic accommodation.

If supporting documentation is from a family physician, Hospital Urgent Care Centre or Emergency Department, or a walk-in clinic a UWO Student Medical Certificate (SMC) is **required**. To download an SMC go to <https://studentservices.uwo.ca/secure/index.cfm> and follow the link under "Medical Documentation". Documentation should be obtained at the time of the initial visit. If it is not possible to have an SMC completed by the attending physician, the student must request documentation sufficient to demonstrate that her ability to meet academic responsibilities was seriously affected. Please note that under University Senate regulations document-ation stating simply that the student "was seen for a medical reason" or "was ill" is **not** considered adequate to support a request for academic accommodation. If documentation is from Student Health Services, the student should sign a release of information form. All documentation is to be submitted to an Academic Advisor.

Whenever possible, requests for academic accommodation should be initiated in advance of due dates, examination dates, etc. Students must follow up with their professors and Academic Advisor in a timely manner.

The full statement of University policy regarding extensions of deadlines or makeup exams can be found at <http://www.westerncalendar.uwo.ca/2010/pg117.html>.

2. ACADEMIC CONCERNS

If you feel that you have a medical or personal problem that is interfering with your work, contact your instructor and Academic Advisor as soon as possible. Problems may then be documented and possible arrangements to assist you can be discussed at the time of occurrence rather than on a retroactive basis. Retroactive requests for academic accommodation on medical or compassionate grounds may not be considered.

If you think that you are too far behind to catch up or that your work load is not manageable, you should consult an Academic Advisor. If you consider reducing your workload by dropping one or more courses, this must be done by the appropriate deadlines (refer to the Registrar's website, www.registrar.uwo.ca, for official dates). You should consult with the course instructor and the Academic Advisor who can help you consider alternatives to dropping one or more courses. *Note that dropping a course may affect OSAP eligibility and/or Entrance Scholarship eligibility.*

The Dean may refuse permission to write the final examination in a course if the student has failed to maintain satisfactory academic standing throughout the year and or for too frequent absence from the class or laboratory.

3. ABSENCES

Short Absences: If you miss a class due to a minor illness or other problems, check your course outline for information regarding attendance requirements and make sure you are not missing a test or assignment. Cover any readings and arrange to borrow notes from a classmate. Contact the course instructor if you have any questions.

Extended Absences: If you have an extended absence, you should contact the course instructor and an Academic Advisor. Your course instructor and Academic Advisor can discuss ways for you to catch up on missed work and arrange academic accommodations, if appropriate.

4. POLICY ON CHEATING & ACADEMIC MISCONDUCT

Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences. Students are urged to read the section on Scholastic Offences in the Academic Calendar. Note that such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course without the knowledge and approval of the instructor to whom it is submitted, any academic work for which credit has previously been obtained or is being sought in another course in the University or elsewhere. Students are advised to consult the section on Academic Misconduct in the Western Academic Calendar.

If you are in doubt about whether what you are doing is inappropriate or not, consult your instructor, the McCann Student Services Centre, or the Registrar. A claim that "you didn't know it was wrong" is not accepted as an excuse.

The penalties for a student guilty of a scholastic offence (including plagiarism) include refusal of a passing grade in the assignment, refusal of a passing grade in the course, suspension from the University, and expulsion from the University.

Plagiarism:

Students must write their essays and assignments in their own words. Whenever students take an idea, or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence (see Scholastic Offence Policy in the Western Academic Calendar).

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>).

Computer-marked Tests/exams:

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating. Software currently in use to score computer-marked multiple-choice tests and exams performs a similarity review as part of standard exam analysis.

5. PROCEDURES FOR APPEALING ACADEMIC EVALUATIONS

All appeals of a grade must be directed first to the course instructor. If the student is not satisfied with the decision of the course instructor, a written appeal signed by the student must be sent to the Department Chair. If the response of the department is considered unsatisfactory to the student, she may then submit a signed, written appeal to the Office of the Dean. Only after receiving a final decision from the Dean may a student appeal to the Senate Review Board Academic. A Guide to Appeals is available from the Ombudsperson's Office, or you can consult an Academic Advisor. Students are advised to consult the section on Academic Rights and Responsibilities in the Western Academic Calendar.

6. PREREQUISITES AND ANTIREQUISITES

Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you will be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

Similarly, you will also be deleted from a class list if you have previously taken an antirequisite course unless this has the approval of the Dean. These decisions may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course because you have taken an antirequisite course.

7. SUPPORT SERVICES

The Brescia University College Registrar's website is at <http://www.brescia.uwo.ca/current/registrar/>, Academic Support and Advising is at <http://www.brescia.uwo.ca/current/advising/> and the McCann Student Services Centre is <http://www.brescia.uwo.ca/current/services/>. The University of Western Ontario Registrar's website is <http://www4.registrar.uwo.ca>.

Portions of this document were taken from the Academic Calendar, the Handbook of Academic and Scholarship Policy and the Academic Handbook of Senate Regulations. This document is a summary of relevant regulations and does not supersede the academic policies and regulations of the Senate of the University of Western Ontario.