

**BRESCIA UNIVERSITY COLLEGE  
DIVISION OF FOOD AND NUTRITIONAL SCIENCES**

**HUMAN ECOLOGY 2266F, COMMUNICATIONS**

**Fall 2014**

**Dr. Jasna Twynstra, PhD** [jasna.twynstra@uwo.ca](mailto:jasna.twynstra@uwo.ca) BR 178

**Sections: 530, 531, 532**

**LECTURE:** Section 530, TUESDAY 10:30 – 12:30 PM BR-203

**LABS:** Section 531, FRIDAY 12:30 – 2:30 PM BR-MRW 153

Section 532, MONDAY 11:30 – 1:30 PM BR-MRW 153

**June Mathews, PhD, RD, PHEc** [jmath22@uwo.ca](mailto:jmath22@uwo.ca) BR 300

**Sections: 533, 534, 535**

**LECTURE:** Section 533, THURSDAY 10:30 – 12:30 PM BR-204

**LABS:** Section 534, MONDAY 8:30 – 10:30 AM BR-MRW 153

Section 535, MONDAY 4:30 – 6:30 PM BR-MRW 153

**OFFICE HOURS:** As posted or by appointment

**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 Foods and Nutrition and Family Studies 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 interviewing clients. Please turn off all electronic devices that are not being used for educational purposes, for the duration of the class/lab.

**REQUIRED RESOURCES:**

Course pack, HE2266, Western Bookstore

**RESOURCES (available on library course reserve):**

Adler RB, Rodman G, Sévigny, A. *Understanding Human Communication Second Canadian Ed.* Don Mills, ON: Oxford University Press; 2011.

Holli BB, Maillet JO, Beto JA, Calabrese RJ. *Communication and Education Skills for Dietetics Professionals* (5<sup>th</sup> Ed). Baltimore, MD: Lippincott Williams & Wilkins; 2009.

DeVito JA. *Essentials of Human Communication* (6<sup>th</sup> Ed). Boston, MA: Pearson Education, Inc.; 2008.

EVALUATIONS:	DUE	% of final mark
Social Media Communications	1 <sup>st</sup> post: Oct 6 - 12 2 <sup>nd</sup> post: Nov 3 - 9	15
Demonstration Speech		
Section 531	Sept 26, Oct 3, 10	
Section 532	Sept 29, Oct 6, 20	
Section 534	Sept 29, Oct 6, 20	20
Section 535	Sept 29, Oct 6, 20	
Persuasive Speech and Slides		
Section 531	Oct 17, 24, Nov 7	
Section 532	Oct 27, Nov 3, 10	
Section 534	Oct 27, Nov 3, 10	25
Section 535	Oct 27, Nov 3, 10	
Interviewing Cases		
Section 531	Nov 14, 21	
Section 532	Nov 17, 24	
Section 534	Nov 17, 24	15
Section 535	Nov 17, 24	
Media Evaluation		
Section 530	Nov 25	
Section 533	Nov 27	25
<b>TOTAL</b>		100

**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. Late submission of topics or change of topic after the due date will result in a reduction of 10% of the value of the speech.
3. Assignments assigned in groups must be completed as a group. Individual submissions will be automatically reduced by 20%.
4. Requests for academic accommodation must be submitted through the academic advisors.
5. **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:**

Lec.	Sec.	Dates	LECTURES	Lab	Lab Sec.	Dates	LABS
1	530 533	Sept 9 Sept 4	Introduction to course Discuss assignments Communication Theory	1	531 532 534 535	Sept 5 Sept 8 Sept 8 Sept 8	NO LABS
2	530 533	Sept 16 Sept 11	Speaking and Presentation Styles	2	531 532 534 535	Sept 12 Sept 15 Sept 15 Sept 15	Public Speaking Videos posted on OWL
3	530 533	Sept 23 Sept 18	Speaking and Presentation Styles  <b>DUE:</b> Topic for Demonstration Speech	3	531 532 534 535	Sept 19 Sept 22 Sept 22 Sept 22	Lab is available for practicing speeches
4	530 533	Sept 30 Sept 25	Social Media & Mass Communication	4	531 532 534 535	Sept 26 Sept 29 Sept 29 Sept 29	Demonstration Speeches
5	530 533	Oct 7 Oct 2	Verbal and Nonverbal Communication  <b>DUE:</b> Topic for Persuasive Speech	5	531 532 534 535	Oct 3 Oct 6 Oct 6 Oct 6	Demonstration Speeches
6	530 533	Oct 14 Oct 9	Listening  Finding media and credibility of sources (Library presentation)	6	531 532 534 535	Oct 10 Oct 20 Oct 20 Oct 20	Demonstration Speeches
7	530 533	Oct 21 Oct 16	Health Communications	7	531 532 534 535	Oct 17 Oct 27 Oct 27 Oct 27	Persuasive Speeches
8	530 533	Oct 28 Oct 23	Interviewing	8	531 532 534	Oct 24 Nov 3 Nov 3	Persuasive Speeches

					535	Nov 3	
9	530 533	Nov 4 Nov 6	Counselling	9	531 532 534 535	Nov 7 Nov 10 Nov 10 Nov 10	Persuasive Speeches
10	530 533	Nov 11 Nov 13	Self-reflection, Self-Disclosure, and Reflective Practice	10	531 532 534 535	Nov 14 Nov 17 Nov 17 Nov 17	Interviewing Cases
11	530 533	Nov 18 Nov 20	Advocacy	11	531 532 534 535	Nov 21 Nov 24 Nov 24 Nov 24	Interviewing Cases
12	530 533	Nov 25 Nov 27	Groups, Problem Solving and Managing Conflict  <b>DUE in class: Media</b>	12	531 532 534 535	Nov 28 Dec 1 Dec 1 Dec 1	Make-up lab if necessary (one of the two lab dates)
13	530	Dec 2	NO CLASS	13			

## 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.

A UWO Student Medical Certificate (SMC) is **required** if a student is seeking academic accommodation on medical grounds. This documentation should be obtained at the time of the initial consultation with the physician/nurse practitioner or walk-in clinic. A SMC can be downloaded under the Medical Documentation heading of the following website: <https://studentservices.uwo.ca/secure/index.cfm> . If it is not possible to have an SMC completed by the attending physician/nurse practitioner, 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 documentation stating simply that the student "was seen for a medical reason" or "was ill" is **not** adequate to support a request for academic accommodation. 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/2014/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](http://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 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

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site:

[http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/scholastic\\_discipline\\_undergrad.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf).

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 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.

### **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 prerequisites for a course or written special permission from your Dean to enroll in it, you will be removed from the 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, with a link to Academic Advisors, is at [http://www.brescia.uwo.ca/academics/registrar\\_services/index.html](http://www.brescia.uwo.ca/academics/registrar_services/index.html) . The Western Registrar's website is at <http://www.registrar.uwo.ca/index.cfm> . The website for the Student Development Centre at Western is at <http://www.sdc.uwo.ca/> . Students who are in emotional/mental distress should refer to Mental Health @ Western <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.

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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.