Course Title:
Introduction to Graduate Study

Course Number:
COMM 5013-103

Course Description:
This course functions as an introduction to graduate study in communication at the University of Oklahoma. It is designed to introduce incoming graduate students to the nature of advanced professional study. The focus will be on the major social science theories and theoretical perspectives of the communication discipline. In addition, the course will introduce students to current trends in communication theory and research as well as many of the major theoretical and research issues facing communication researchers today. This course concerns the essence of scholarship: the nature and role of theory within the function and process of research.

Class Dates, Location and Hours:
Dates: September 10-16, 2012
Hours: Mon- Fri 6:00 p.m.-9:30 p.m.; Sat 8:00 a.m.-4:30 p.m.; Sun 8:00 a.m.-12:00 p.m.
Last day to enroll or drop without penalty: August 12, 2012

Site Director:
Steve Watson. Assistant: Carrie Grabil Church. 2189 Crystal Plaza Arcade, Arlington, VA, 22202. Phone: 703-418-4800; Fax: 703-418-2730; E-mail: apwashington@ou.edu

Professor Contact Information:
Course Professor: Norman Wong, Ph.D.
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Burton Hall, Room 101
University of Oklahoma
Norman, OK  73019-2081
Telephone Number: (405) 325-3754
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E-mail Address: nwong@ou.edu
Professor availability: The professor will be available via e-mail to students before and after the class sessions. On-site office hours are half an hour before and after each class session, by appointment.

Textbook(s) and Instructional Materials:
Student materials are available at the Follett/AP Bookstore located in the Oklahoma Memorial Union, 900 Asp Ave., Norman, OK. Orders can be placed online at www.oklahomauunion.bkstr.com or by telephone at 866-369-9713 (toll free in the U.S.) or 405-325-5960 (outside the U.S.). E-mail orders may be sent to oklahomauunion@bkstr.com. Representatives are available from 8 a.m. to 6 p.m. CST Monday through Thursday and 8 a.m. to 5 p.m. CST on Friday. Summer hours: 8 a.m. to 4 p.m. CST. Faxed orders may be placed 24 hours a day to 866-223-5607 (toll free in the U.S.) or 405-325-7140 (outside the U.S.).

Note: The Follett/AP Bookstore is the Advanced Programs contractual textbook provider. Should text changes become necessary after publication of the course syllabus, Advanced Programs will facilitate text returns/refunds only for texts purchased through the Follett/AP Bookstore.

Course Objectives:
At the end of the course, the student will have a broad understanding of communication theory and theory development, and become familiar with most of the current issues generating research within the communication discipline.

Assignments, Grading and Due Dates:
Before class, the student is expected to have read all of the chapters in the text.

1. Attendance and Participation: You are expected to attend all class sessions and to participate actively in the discussions. Students are expected to be ready to discuss the 2 theories they selected for their comparative critique paper on the day we cover your theories (20% of grade).

2. Paper 1- Comparative Critique Assignment:
   a. This assignment involves a summary and assessment of two major theories selected from the list of theories covered in the text. The paper should provide an overview of the 2 theories that goes beyond what is covered in the text. Additionally, for each theory, you are to review 2 recent empirical communication studies that have applied/tested the theory in some way. You are to use the findings from these studies as evidence to help you make your case for which theory is the better one highlighting the comparative strengths and weaknesses of both theories. In class we will discuss specific criteria for evaluating theory and these should be incorporated as well.
   b. The paper should be at least 10 pages long (excluding title page, abstract page, and references) written in APA format, and will be due in the D2L drop box on the last day of class by midnight. A handout on APA format is available on the course D2L site.
   c. The paper will account for 40% of the course grade.

3. Paper 2- Post Seminar Writing Assignment:
   a. This assignment involves you integrating two communication theories in some way to generate testable predictions based on the combination of these two theories. You are to provide an overview of the two theories and come up with a way to test predictions based on an integration of the theories. As rationale for your predictions, you will need to conduct a review of the literature of past studies that have used your 2 theories to offer support for claims made.
   b. The two theories for this post-seminar assignment must be different than the theories selected for your comparative critique.
   c. The paper should be at least 10 pages long (excluding title page, abstract page, and references) written in APA format, and will be due in the D2L drop box no later than 3 weeks following the last class meeting by midnight.
   d. This paper will account for 40% of the course grade.

Grading: This is a letter-graded course: A, B, C, D, or F.

NOTICE: Failure to meet assignment due dates could result in a grade of I (Incomplete) and may adversely impact Tuition Assistance and/or Financial Aid.
POLICIES AND NOTICES

Attendance/Grade Policy

Attendance and participation in interaction, individual assignments, group exercises, simulations, role playing, etc. are valuable aspects of any course because much of the learning comes from discussions in class with other students. It is expected that you attend all classes and be on time except for excused emergencies.

Excused absences are given for professor mandated activities or legally required activities such as emergencies or military assignments. Unavoidable personal emergencies, including (but not limited to) serious illness; delays in getting to class because of accidents, etc.; deaths and funerals, and hazardous road conditions will be excused.

If you are obtaining financial assistance (TA, STAP, FA, VA, Scholarship, etc.) to pay all or part of your tuition cost, you must follow your funding agency/institution’s policy regarding “I” (Incomplete) grades unless the timeline is longer than what the University policy allows then you must adhere to the University policy.

Students who receive Financial Aid must resolve/complete any “I” (Incomplete) grades by the end of the term or he/she may be placed on “financial aid probation.” If the “I” grade is not resolved/completed by the end of the following term, the student’s Financial Aid may be suspended make the student ineligible for further Financial Aid.

Students are responsible for meeting the guidelines of Tuition Assistance and Veterans Assistance. See the education counselor at your local education center for a complete description of your TA or VA requirements.

Academic Honesty

Honesty is a fundamental precept in all academic activities and … [you] have a special obligation to observe the highest standards of honesty. Academic misconduct in any form is inimical to the purposes and functions of the University and is therefore unacceptable and is rigorously proscribed. Academic misconduct includes:

Cheating (using unauthorized materials, information, or study aids in any academic exercise), plagiarism, falsification of records, unauthorized possession of examinations, intimidation, and any and all other actions that may improperly affect the evaluation of a student’s academic performance or achievement; assisting others in any such act; or attempting to engage in such acts.

All acts of academic misconduct will be reported and adjudicated as prescribed by the student code of the University of Oklahoma. All students should review the “Student’s Guide to Academic Integrity” found at http://www.ou.edu/provost/integrity

Accommodation Statement

The College of Continuing Education [Advanced Programs] is committed to making its activities as accessible as possible. For accommodations on the basis of disability, please contact your OU Site Director.

Course Policies

Advanced Programs policy is to order books in paperback if available. Courses, dates, and professors are subject to change. Please check with your OU Site Director. Students should retain a copy of any assignments that are mailed to the professor for the course. Advanced Programs does not provide duplicating services or office supplies.

Copyright

Any and all course materials, syllabus, lessons, lectures, etc. are the property of professor teaching the course and the Board of Regents of the University of Oklahoma and are protected under applicable copyright.

For more information about Advanced Programs, visit our website at: http://www.goou.ou.edu/
INSTRUCTOR VITA
Norman C. H. Wong, Ph.D.

Education
- Ph. D. 2005, University of Georgia. Department of Speech Communication, Major: Communication
- M. A. 2000, University of Hawaii at Manoa. Department of Speech, Major: Speech
- B. A. 1997, University of Hawaii at Manoa, Department of Speech, Major: Speech

Current Positions
Assistant Professor, Department of Communication, University of Oklahoma

Major Areas of Teaching and Research Interest
- Health communication
- Social cognition
- Social influence,
- Message processing,
- Interpersonal communication
- I am particularly interested in designing and evaluating the effectiveness of mass-mediated health communication campaigns aimed at promoting smoking cessation among adults as well as campaigns related to reducing obesity.

Representative Publications and Presentations

Representative Honors and Awards Received

Major Professional Affiliations
- Member: National Communication Association
- Member: International Communication Association