COURSE DESCRIPTION
This course is designed to help you strengthen your oral, written and visual communication skills. Throughout the semester, we will examine a variety of communication situations that will help illustrate how effective communication works (or does not work, as the case may be). By examining communication in the context of civic organizations, we will work to develop a repertoire of effective communication strategies.

GRADING POLICY
Final grades in this class are based on the components and percentages that follow. Grades are based on a 4-point scale. You must complete all exercises and assignments in order to receive a passing grade in this course, and more than 2 unexcused absences will adversely affect your final grade.

- Attendance and Participation 20%
- Notebook/Exercises 20%
- Visual Piece 20%
- Oral Presentations 20%
- Critical Analysis/Project Report 20%

UNIVERSITY POLICY NOTES
MTU’s Academic Integrity Policy defines plagiarism as “knowingly copying another’s work or ideas and calling them one’s own or not giving proper credit or citation.” It is a serious academic offense that will not be tolerated in this class. If you ever have questions or concerns about plagiarism, please don’t hesitate to consult with me or with a Writing Center coach (7-2007).

MTU complies with all federal and state laws and regulations regarding discrimination, including the Americans with Disabilities Act of 1990. Questions or concerns regarding a disability that requires reasonable accommodation for equal access to education and services at MTU can be directed to Dr. Gloria Melton, Associate Dean of Students (7-2212). For other concerns about discrimination, please contact your advisor, department chair, or the Affirmative Action Office (7-3310).
COURSE SCHEDULE (Subject to change—with notice, of course—to meet the needs of this class)

WEEK 1

Aug.  27 Course Intro, Syllabus, Assessment.
29 Read chs 1-3 in The Non-Designer's Design Book, Bring Non-Designer & notebook to class.
31 Read chs 4-6 in The Non-Designer's Design Book, Bring sample text.

WEEK 2

Sept.  3 Labor Day
5 Watch “Dangerous Minds” clip, Exercise.
7 K Day

WEEK 3

10 Read “Rhetoric of Neutrality”, Visual workshop.
12 Read “Period Styles”, Exercise.
14 Visual Piece DUE.

WEEK 4

17 Read “Rock & Roll” and “Tracking”.
19 Bring CDs, Exercise.
21 Begin research for Pitch Presentations & Critical Analysis paper.

WEEK 5

24 Read “Speech Anxiety” and “Outline”.
26 Read “Involvement...Jesse Jackson”, Watch JJ speech.
28 Begin preliminary research for Critical Analysis paper.

WEEK 6

Oct.  1 Read “Every Student...Learns” and “Small-Group Communication”.
3 Begin oral presentation exercises, Continue research.
5 Oral Presentations: Pitch Proposals

WEEK 7

8 Research Summaries DUE.
10 Read “Rhetorical Background”.
12 Begin communication analyses, Choose groups for study.

WEEK 8

15 Read “We, the jury”, Exercise.
17 Read “Language, Politics, Power”
19