

J62I: Foundations of Strategic Communication

University of Oregon School of Journalism and Communication
Turnbull Center, Fall 2007

About the Course

Foundations of Strategic Communications should lay the groundwork for future courses in the School of Journalism and Communication Professional Master's program at the Turnbull Center in Portland. The course will review major theories, models and practices in strategic communication.



Logistics

Instructor: Kelli Matthews

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Cell: (541) 579-5888

Office Hrs.: 4 - 6 pm, Tuesday (virtually, via IM)
4 - 5 pm, Thursday (at Turnbull, or via IM)

Web: kellimatthews.wordpress.com - announcements, social media contacts
blackboard.uoregon.edu - grades, file sharing

Texts: Course Packet (www.universityreaders.com)
The Tipping Point, Gladwell
Made to Stick, Heath & Heath

Course Web Sites: Blackboard; kellimatthews.wordpress.com; prosintraining.blogspot.com



iChat: kellimatthews@mac.com



Yahoo!: kmspin



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Skype: [kellimatthews](https://www.skype.com/user/kellimatthews)

Objectives

- To build connections between theory and professional practice in communications.
- To introduce the core theories and models of mass communication, media effects, relationships and persuasion.
- To provide students an opportunity to explore the literature area of personal/professional interest.
- To provide a theoretical foundation for future Strategic Communication Master's courses.

Work of the Course

Weekly readings: In addition to the assigned reading, which is typically a book chapter per week, you will be expected to find a journal article in an area of your interest on the topic for the week. Bring copies of the abstract and full citation for each of your classmates.

This course has **two major assignments**. The first is an annotated bibliography and the second is a case study. More info on each of these is available in a separate document.

Library Resources

Knight Library research guide for Journalism/Communication at:

<http://libweb.uoregon.edu/guides/journalism/>

Guide to off-campus access to electronic resources at:

<http://libweb.uoregon.edu/systems/proxy/>

Building and Maintaining a Diverse University Community

Discrimination of any kind, disrespect for others, and inequity in educational opportunity are not acceptable. I expect you to help maintain the School of Journalism and Communication's high standards of ethical and compassionate conduct at all times.

The School of Journalism and Communication is committed to assisting students with disabilities. If you have a documented disability and anticipate needing accommodation, let me know. I encourage you to ask for assistance at any time.

The goal of building greater social, political, cultural, economic and intellectual diversity among our students, staff and faculty-as well as in our curriculum, public scholarship and communities-is central to the mission of the School of Journalism and Communication. Only by achieving this goal can we become professional communicators, critical thinkers and responsible citizens in a global society. In this course, we will study and learn from a world in which people's experiences, identities, communication styles and viewpoints have been shaped by the history and culture of the communities in which they live.

The promotion and practice of freedom of expression and intellectual inquiry is an integral part of the School of Journalism and Communication's long tradition of academic excellence, which is defined in part by a climate of respect for various points of view.

The School of Journalism and Communication welcomes inquiries and discussion on its policies and procedures. The SOJC web site, <http://jcomm.uoregon.edu/>, offers a complete student resource guide as well as a directory of faculty and staff contacts for students with questions or comments on specific issues.

Academic Integrity and Great Expectations

Cheating in any form shortchanges you and your colleagues as well as undermines the scholarly community's reliance on trust and integrity. A good reputation takes a lifetime to build - and just a foolish moment to destroy. Academic honesty includes providing proper attribution. It is unacceptable to lift quotes or appropriate concepts without crediting the source. Check with me if you are in doubt about what's acceptable.

In this course, I expect you to do your own work and to conform to high standards of academic integrity. I expect you to respect yourself enough that the idea of plagiarizing or cheating in any way is ridiculous. To repeat, plagiarizing and/or cheating in any form will not be tolerated. Students who do so will fail the course. The UO libraries offer an excellent primer on plagiarism at <http://libweb.uoregon.edu/guides/plagiarism/students/>. You should also familiarize yourself with the provisions of the UO Student Conduct Code about cheating. They will be enforced. For more information, consult this web page: http://studentlife.uoregon.edu/programs/student_judi_affairs/.

Schedule

| Week | Topics/Focus | Reading |
|--------|---|---|
| 1 | Welcome. Overview. Library Instruction: Paul Frantz What is Theory? | Miller, page 1 |
| 2 | Intrapersonal/Interpersonal: Processing Messages Small Group Communication | Green, page 17 Miller, page 27 |
| 3 | Relationship Management Annotated Bibliography Pre-Assignment/Warm-Up Due | Excellence Study Chapters; Examples of Research Articles to be provided |
| 4 | Mediated Communication: Traditional & New Media | (Trad) Article to be provided (Online) Kelleher: |
| 5 | Media Effects: Agenda Setting, Uses & Grats | Articles to be provided |
| 6 | Multicultural/International Communication Annotated Bibliography Due | Dainton & Zelle, p. 47 Curtin: article to be provided |
| 7 | Persuasive Communications: Theories | Stiff & Mongeau, p. 75 |
| 8 | Persuasive Communication: Components | Gladwell: Tipping Point Heath: Made to Stick |
| 9 | No CLASS: Thanksgiving | |
| 10 | Social Marketing/Behavior Change Communications | Andreason: Articles to be provided |
| FINALS | Case Study Presentations Case Study Assignments DUE | |