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COJO 112 Introduction to COJO II

Spring Semester 2020
Monday / Wednesday
1:35 PM – 3:10 PM

Location
OEC 312

Office Hours

Monday, Tuesday, Wednesday, Thursday
10:00 AM – 11:00 AM

Tuesday, Thursday 1:00 PM – 3:00 PM

These are times that I am *likely* to be in my office. Other times may be scheduled for phone calls, Skype, or messaging. To make sure I'm available, please schedule time using this link:

<https://calendly.com/johnkeston/15min>

Course Description

Introduction to COJO-II (COJO 112) is the second of the two-course sequence that introduces students to essential skills of the communication and journalism disciplines. In this course, students will build upon the skills developed in COJO 111, applying more sophisticated theoretical and analytical concepts and producing more advanced writing, speaking and multimedia projects. Additionally, whereas COJO 111 equipped students with the skills needed to successfully inform fellow citizens, COJO 112 trains students to effectively persuade audiences.

This course prepares you to think critically and communicate thoughtfully, professionally and ethically with a variety of public audiences. You'll learn how to speak and write effectively to academic, professional, and citizen audiences using a variety of media, including speech, print, sound, video, and interaction.

By the end of this course, you will develop basic competence in writing and speaking to three crucial audiences in communication and journalism: 1) academic audiences in communication, journalism and other disciplines, including attention to how to write for subsequent COJO courses; 2) professional audiences that might include advertising and public relations clients, or colleagues and superiors in organizational settings; and 3) citizen audiences that might include readers, listeners and viewers of news stories, political rhetoric, and advertising and public relations messages.

Course Objectives

1. Develop skill in expressing oneself orally and in writing.

This is a skills-based course that emphasizes learning by doing. Therefore, you will be speaking and writing quite a bit. All of these oral and written communication situations offer valuable opportunities to discover your strengths and weakness while improving your overall communication skills.

2. Learn to apply course material (to improve thinking, problem solving, and decisions).

This course will challenge you to solve problems by making careful decisions in your communication practices, decisions that will either enhance or diminish your influence on audiences. You will deliver persuasive speeches, create an advertisement, write an opinion piece, record an audio/video profile story, plan and produce a studio based talk show, and conduct a rhetorical analysis of a significant public address. In a nutshell, you will improve your critical thinking skills, apply theory to practice in a variety of communication situations, and develop a strategic approach to all of your communication activities

3. Develop specific skills, competencies, and points of view needed by professionals in the field most closely related to this course.

This course emphasizes learning by doing. As such, you will master a wide variety of skills that are essential for success in contemporary communication and journalism professions.

Specifically, by the end of this course, you will be able to:

- Effectively develop persuasive messages for a variety of audiences through a variety of media.
- Demonstrate a critical awareness of the power of communication to shape the world.
- Produce mechanically and rhetorically strong written and spoken communication.
- Demonstrate basic skills in the use of multimedia communication tools.
- Develop strategies and rationale for communicating with specific target audiences.

- Demonstrate the critical ability to judge the quality and effectiveness of various acts of communication.

Course Materials

Recommended Texts

- *The Speaker's Compact Handbook*, 4th edition, by Jo Sprague and Douglas Stuart (Wadsworth Cengage Learning, 2014)
- Required online articles and PDFs distributed by the instructor.
- Grammar and Punctuation Guide (laminated study sheet available in the UST bookstore)

Required Technology

- A Mac or Windows laptop.
- A robust text editor that includes syntax highlighting and auto-complete (Atom <https://atom.io/>).
- Pen or pencil and a paper notebook (ancient tech, yet still magical).

Course Website

This course uses Canvas and a custom built website to distribute course materials. The primary site for the class is located at <http://ust.johnkeston.com/category/cojo112>

Attendance

An effective classroom experience depends on everyone involved: faculty and students alike. Therefore, attending class is required in all Communication and Journalism courses. In this class student grades will be reduced by ½ a grade point once more than three absences occur (A to A-). Another ½ grade point reduction will be applied for each additional absence. Any absences will also cause participation points (5% of the total points) to be reduced potentially lowering the final grade.

General Expectations

Deadlines

Deadlines for class projects must be met to receive the points earned. Late work will only be accepted as a result of documented medical emergencies experienced by the student or an immediate family member.

Respectful behavior

The best learning takes place in an atmosphere of respect. Therefore, students should arrive to class on time and turn off cell phones and other devices that may distract others. In addition, students should pay full attention to whomever is speaking and refrain from interrupting others during a conversation. Finally, debate is encouraged, but it should be done in a courteous manner.

Academic Integrity

Cheating and plagiarizing have no educational value. Our department expects all students to do their own work and give proper credit – using an accepted citation style – where credit is due.

Writing

Good writing is an essential skill in all communication fields. All written work will be graded with an emphasis not only on content but also on mechanical accuracy.

Students with Disabilities

Academic accommodations will be provided for qualified students with documented disabilities including but not limited to mental health diagnoses, learning disabilities, Attention Deficit Disorder, Autism, chronic medical conditions, visual, mobility, and hearing disabilities. Students are invited to contact the Disability Resources office about accommodations early in the semester. Appointments can be made by calling 651-962-6315 or in person in Murray Herrick, room 110. For further information, you can locate the Disability Resources office on the web at <http://www.stthomas.edu/enhancementprog>.

The St. Thomas Bias Reporting System

St. Thomas is committed to providing an inclusive living, learning and working environment that supports the well-being of each member and respects the dignity of each person. Incidents of hate and bias are inconsistent with the St. Thomas mission and convictions and have no place here. If you are a student who has experienced or witnessed a bias or hate incident, we want to address the incident and provide you with resources. Go to the Bias or Hate Reporting website to get more information and to make an online report. Students can also report in person to the Dean of Students Office (room 241, Anderson Student Center) or to Public Safety.

Sexual Harassment and Title IX

The University of St. Thomas mission and convictions embody our commitment to promote and protect the personal dignity and well-being of every member of the St. Thomas community. Sexual harassment, sexual assault and other forms of sexual misconduct are antithetical to the commitment, and they constitute unlawful sex discrimination. All forms of sexual misconduct are prohibited by St. Thomas. If you have experienced sexual harassment/assault/misconduct based upon gender/sex/sexual orientation, and you share this with a faculty member, the faculty member must notify the Title IX Coordinator, Danielle Hermann, who will discuss options with you. She can be reached at dhermann@stthomas.edu or (651) 962-6882. For more

Who to contact if you are experiencing financial hardship

information, please go to our Title IX website.

If you are experiencing financial hardship or having difficulty with access to sufficient food to eat every day, or you do not have a safe and stable place to live, please contact the Office of the Dean of Students by phone at 1(651) 962-6050 or in person in room 241, Anderson Student Center.

Grading

- 93-100 points: A
- 90-92 points: A-
- 88-89 points: B+
- 83-87 points: B
- 80-82 points: B-
- 78-79 points: C+
- 73-77 points: C
- 70-72 points: C-
- 68-69 points: D+
- 63-67 points: D
- 62 points & less: F

Definitions

All professors in our department view an “A” grade as work that is truly exceptional. A “B” signifies very good, above-average work; and a “C” signifies competence with an appropriate grasp of the subject matter. A “D” is a passing grade despite deficiencies, and an “F” signifies failure.

Projects, Points, Due Dates

Total Points 100

SC = See Canvas for specific due dates

<i>Title</i>	<i>Points</i>	<i>Due</i>
1. Classmate Introduction Speech	6	2/12
2. Opinion Piece	6	3/2
3. Rhetorical Analysis Essay	8	4/1
4. Web Based Informational Campaign	10	4/21
5. Persuasive Speech	10	4/22
6. Audio / Video Profile	12	4/29
7. Concept Summaries (4 x 3 points each)	12	
Due: #1 2/19, #2 3/4, #3 3/18, #4 5/20		
8. TV Studio Video Program (Script)	12	5/6
9. TV Studio Video Program (Delivery)	20	5/13
10. TV Studio Video Program (Presentation)	4	5/20
Total Points	100	
(5% of all points are subject to meeting participation requirements)		

Assignments

See <http://ust.johnkeston.com> for assignments details

Course Schedule

See <http://ust.johnkeston.com> for day-to-day scheduling

Important Dates

February 3, 2020 – Classes begin
February 7 – Last day to add a class without instructor permission
March 5 – Rubén Alonso OEC Auditorium 6pm (Required)
March 23 – Mid-term break begins
March 30 – Classes resume (mid-term break ends)
March 30 – Mid-term grades due to registrar
April 10-13 – Easter break
April 22 – Last day to withdraw from a class without an F
May 15 – Classes end
May 18 – Study day
May 20, 2020 – 10:30AM - 12:30PM, Finals Period

Other Important Dates

<https://www.stthomas.edu/calendars/>

Weekly Summary

Week 1: Monday, February 3rd / Wednesday, February 5th

Session 1: Syllabus & Intros / **[Assign]** Classmate Interviews

Session 2: Classmate Interviews

Reading: Bitzer on “The Rhetorical Situation” (before week 3)

Week 2: Monday, February 10th / Wednesday, February 12th

Session 1: **[Assign]** Opinion Piece / Opinion piece writing

Session 2: **[Due]** Perform classmate interviews (beginning of class)

Week 3: Monday, February 17th / February 19th

Session 1: **[Discussion]** The Rhetorical Situation

[Due] Concept Summary #1

Session 2: Research and Writing Best Practices

Week 4: Monday, February 24th / Wednesday, February 26th

Session 1: **[Assign]** Rhetorical Critical Analysis

Session 2: **[Assign]** Web Based Information Campaign

Reading: A Sharp Pencil Works Best PDF (before 3/7)

Week 5: Monday, March 2nd / Wednesday, March 4th

Session 1: **[Due]** Opinion piece (share abstract in class)

Session 2: **[Discussion]** A Sharp Pencil Works Best

[Due] Concept Summary #2

Week 6: Monday, March 9th / Wednesday, March 11th

Session 1: **[Assign]** Persuasive Speech

Session 2: Web Design Workshop

Reading: The Critical Perspective (before next class)

Week 7: Monday, March 16th / Wednesday, March 18th

Session 1: **[Discussion]** Introduction to Rhetorical Criticism

[Due] Concept Summary #3

Session 2: Identifying Rhetorical Techniques

MIDTERM BREAK (March 23rd – March 29th)

Week 8: Monday, March 30th / Wednesday, April 1st

Session 1: Group critiques / final feedback on Rhetorical Crit

Session 2: **[Due]** Rhetorical Critical Analysis

Week 9: Monday, April 6th / Wednesday, April 8th

Session 1: **[Assign]** Audio / Video Profiles

Session 2: Info Campaign Layout / Design / Type

Week 10: Monday, April 13th / Wednesday, April 15th

Session 1: Troubleshooting Web Based Info Campaign

Session 2: **[Group critiques]** / final feedback on Info Campaign

Week 11: Monday, April 20th / Wednesday, April 22nd

Session 1: Editing Video Stories / **[Due]** Web Based Info Campaign

Session 2: **[Due]** Persuasive Speech

Week 12: Monday, April 27th / Wednesday, April 29th

Session 1: **[Group critiques]** / final feedback on AV Profiles

Session 2: **[Due]** Audio / Video Profile

Week 13: Monday, May 4th / Wednesday, May 6th

Session 1: Tour of TV Studio and Paperwork basics

Session 2: **[Due]** TV Studio Script / Studio Prep

Week 14: Monday, May 11th / Wednesday, May 13th

Session 1: Rehearse TV Studio Program

Session 2: **[Due]** Produce TV Studio Program

Reading: Loeb, "Soul of a Citizen"

Week 15: Wednesday, May 20th

Finals Period 10:30AM – 12:30PM

[Due] TV Studio Program Presentations

[Due] Concept Summary #4

[Discussion] Citizenship (Loeb)