

Edison State Community College

Arts, Humanities and Communication

Communication 121: Introduction to Communication

(3 Credits)

Summer 2026

Sect 804: Online

Jeff Heinle, PhD

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Office Hours: By Appointment

COURSE DESCRIPTION

This hybrid course introduces principles and practice of speech communication and a survey of the communication theories. The course will focus on developing public speaking skills and providing students with the knowledge necessary to better identify and understand the everyday communication exchanges within our own lives.

Students will research, craft, present and critique speeches and survey a variety of communication theories and principles -- rhetoric, intra and interpersonal, nonverbal, gender, intercultural, small group and mass media communication. We will explore how communication practices contribute to the construction of meaning, relationships, culture, and society.

Required Textbook:

Turner, Lynn & West, Richard. **An Introduction to Communication.** Cambridge University Press, 2019.

Grading Scale

A	720-800
B	640-719
C	560-639
D	480-559
F	470 and below

Assignment/Assessment (with corresponding Program Student Learning Outcome)

Evaluation Area	Points Available
Introduce Yourself Discussion	05
3 Speeches- ▪ Introduction Speech ▪ Informative Speech ▪ Persuasive Speech	300
Speech Outlines (3 @ 25 each)	75
Research and Source Credibility Check (2 @ 25)	50
Ted Talk Speech Analysis (3 @ 25 each)	75
Peer Review Speech Assessments (3 @ 25)	75
7 Comm Theory Assignments (20pts each)	140
8 Quizzes (Required Reading)	80
Total	800

Late Work

All deadlines must be observed (exceptions may be made on an individual basis but should be arranged prior to the deadline).

- Speech Outlines need to be posted prior to speech. Outlines posted late may only receive up to 50% of score
- Late work can only be submitted after one week from original due date.
- All late work can only receive up to 50% of the assignment points.

E-Mail Policy

E-mail sent to me by 4:00 p.m. Monday-Friday will be answered within 24-48 hours. E-mails sent after 4:00 pm. on Friday evening may not be answered until Monday or the next business day.

All e-mails should be sent from within the course.

COLLEGE POLICES

Edison State Student Handbook

<http://stage.edisonohio.edu/digipub/StudentHandbook/index.html>

Academic Honesty Policy

Students are accountable to the College's Academic Honesty Policy that can found at:

https://edisonohio.blackboard.com/ultra/courses/_87951_1/cl/outline

Testing Your Faith Act Policy

Edison State Community College is committed to providing an environment respectful of students' beliefs. Students are permitted to be absent for up to 3 days each semester based on their faith, religion, or spiritual belief system with no academic penalty.

Students must complete the Testing Your Faith Act Accommodations Form, <https://www.edisonohio.edu/Registration-and-Records/> and provide a copy to their individual faculty within 14 days from the start of the course. The entire policy can be found

Course Syllabus Change Statement

This course syllabus is subject to change if the instructor deems it necessary to accomplish the course objectives.

Instructor Background:

Academic Teaching Positions: Edison State Community College, Webster University, Dayton University, Lindenwood University, South Dakota State University, Colby-Sawyer College and University of Missouri- Columbia.

Media Archive Positions: Missouri Historical Society, Wolfson Media Archives, Wisconsin State Historical Society and Museum of Television and Radio (renamed Paley Media Center).

Education: University of Wisconsin – Madison. Ph.D., *Curriculum & Instruction* (1998), City University of New York - College of Staten Island. MA, *Cinema Studies* (1990), and University of Wisconsin- Stevens Point. BA, *Communication* (1987).

LinkedIn Profile:

<https://www.linkedin.com/in/jefftheinle-phd/>

COM 121 COURSE SCHEDULE

Dates	Topics	Readings	Assignments *
			*See Online Calendar for Due dates
Week 1 6/8	Syllabus, Course Overview, Introduction Discussion Preparing Speeches Audience Analysis & Speech Delivery	Ch. 9 Ch. 10	- Introduce yourself via Discussion - Ch 9 Quiz - Ch 10 Quiz
Week 2 6/15	Audience Analysis & Speech Delivery continued	Course Materials Module	- Ted Talk Analysis #1 & 2 - Read Items in Course Materials Module— Youtube posting instructions, Setting up your speech space, etc.
3 6/22	Communication Process	Ch. 1	- Ch Quiz 1 Intro Speech Outline and Speech - Peer Speech Reviews
4 6/29	Culture and Communication Perception, the Self and Communication	Ch. 2 Ch .3 Verbal Citation Video	- Ch. 2 Quiz - Ted Talk #3 - Ch 3 Quiz - Impression Management Assignment
5 7/6	Interpersonal & Relational Communication	Ch. 6	- Ch 6 Quiz - Self-Disclosure Assignment Informative Speech and Outline Sunday Peer Review
Week 6 7/13	Rhetoric -God and Devil Terms Ancient Art of Thinking Words as Symbolic Power	See Week 6 Folder	- Discussion- God & Devil Terms - Environmental Frameworks - Environmental Greenwashing Discussion - Extra Credit: - Art of Thinking Assignment - Symbolic Power Assignment
Week 7 7/20			Persuasive Speech, Outline & Source Credibility Tuesday Peer Reviews Friday
Week 8 7/27	Small Group and Organization Social & Mass Media	Ch. 7 Ch. 8	- Ch. 7 Quiz Tuesday & Groupthink Assignment - Ch. 8 Quiz Thursday & Social Media Assignment