

**Michael L. Kent, Ph.D.**

**Gaylord College**

**Journalism and Mass Communication 6091-900: Ph.D. Seminar—1 credit**

**January 14–May 2 | Monday: Noon-1 | Gaylord, 2520**

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### **Course Description** (Catalog)

Discussion and presentation of research by doctoral students, faculty, and visiting scholars. Designed to enhance faculty-student interaction and collaboration on research, and to provide preliminary feedback toward development of dissertation proposals. (Class) Because the seminar is so short, only one credit hour per semester, you do not have time to develop a dissertation proposal. However, your writing should be geared toward exploring a possible dissertation topic.

### **Objectives**

- To become more familiar with APA style and professional writing standards.
- To hone your academic writing skills.
- To hone your discussion and small group communication skills.
- To develop stronger research skills.
- To explore scholarly areas relevant to your individual academic interests.

### **Miscellaneous**

- Come see me in office hours with questions or for feedback before assignments are due. Office hours are there for you; you pay for them so use them.
- Familiarize yourself with Associated Press (AP) style and follow it for all assignments.
- All readings and reading questions are due on the date indicated.
- Late assignments will be discounted 10% per *calendar day*.
- If you do not have an assignment ready to turn in, do not skip class! Come anyway.
- *Having even one spelling error will result in a zero for any assignment.*

### **Required Texts**

Articles/chapters will be made available as PDFs or copies.

## **Class Policies**

### **Formatting and Writing Expectations**

Graduate education is characterized by effective writing. As a result, professional writing standards are expected on all assignments. Professional standards include: correct grammar, spelling, punctuation, and careful proofreading. No spelling errors are allowed. *Having even one spelling error will result in a zero for the assignment.* Documents (papers, handouts, etc.) prepared for *this* class should be double-spaced (27 lines-per-page), have one-inch margins all around, and be written in Bookman or Bookman Old Style 11 pt. **Never use** Arial, Helvetica, Times or Times New Roman, for any assignment in my class. I will not accept an assignment in one of those fonts and your work may be late after I send you back to fix it.

### **Attendance Policy**

In the business world, attendance is an important aspect of professionalism. Indeed, “just showing up” is sometimes the most important aspect of job performance and can mean the difference between a promotion or a layoff. Additionally, attribution theory tells us that even the best employees, professors, or students in the world will be perceived as slackers if they

do not come to class or work. Getting good grades on tests and assignments is necessary but not sufficient. Attendance is a required aspect of class just like doing the reading and taking notes.

Oklahoma University's attendance policy reads as follows: "A student is responsible for the content of any course in which he or she is officially enrolled. The establishment of a specific policy concerning class attendance requirements, as well as announced and unannounced examinations, is the responsibility of the individual instructor." In other words, having an attendance policy is the prerogative of an instructor. The Strategic Communication faculty endorse a strict attendance policy in order to provide continuity in classes and maximize the learning opportunities for all students.

**Attendance Policy:** You may miss *one* class without penalty. If you miss a *second* class, your final grade will be reduced by 10%. *Missing a third class will result in a failing grade for the course. There are no excused absences.* Being sick, getting in an automobile accident, having your car break down, going on a job interview, attending an extracurricular event or conference, going to a funeral, getting arrested, etc., will not be excused. *Coming late or leaving early 2 times equals an absence.*

**Note:** if you have a long-term or chronic illness (Mononucleosis, Pneumonia, Lyme disease, etc.) which prevents your from coming to class for more than a week, you are advised to drop the course. The registrar's office has a procedure for compensating students who experience serious illness, deaths in the family, etc. so there is no reason to ever sacrifice your education if you have to miss class. You do not have to ask for permission to miss class to attend an event, etc. nor do you need an excuse—although providing one is a courtesy. You have two absences without penalty and two more with a grade penalty. Use them wisely.

**NB:** If you plan to miss a day because of a religious holiday, you need to tell me early in the semester what day(s) you will miss. Prepare a one-page memo for me indicating the religious holidays that you will miss and their dates. The day *before* a religious holiday is unacceptable. All religions know the dates of religious holidays several months in advance.

The only other activities that I will excuse, besides religious holidays, are jury duty (and only if you are on a jury—some notice from the court will be required), and some *academic* conferences (PRSSA, IABC, etc.).

For all other reasons that you might miss class, be sure that you have not used your allotted absences so that you can afford to miss a class with no penalty when you need one.

### **Plagiarism Policy**

**Plagiarism** is the unauthorized or inappropriate use of the words or ideas of others. Plagiarism occurs when written or spoken material is borrowed (even from oneself), in whole or in part, and passed off as original by a writer or speaker. Plagiarism includes, but is not limited to, presenting someone else's ideas, speech, presentation, essay, book review, or news release as original. Plagiarism also includes failing to document or cite the source of word-for-word or paraphrased material in oral presentations or written assignments. *It is my policy to pursue plagiarism vigorously, to fail students who plagiarize for the entire class, and to report cases of plagiarism to the university administration.*

The University is an academic community of scholars. Academic dishonesty is a very serious offense against the integrity of this community and will not be tolerated. All academic work submitted by you is assumed to be your own *original work* and to contain your own thought, research, and self-expression. Work that borrows the ideas, organization, or wording, from others must be properly acknowledged. Similarly, work that was conducted for another class should not be passed off as original.

*Additionally*, anytime a student or professional attempts to deceive another by pretending to do work, or take credit for work that s/he did not actually complete, including changing the font size or style, triple spacing, claiming to have submitted an assignment on time that the professor must have “lost” etc., s/he is engaging in academic dishonesty or “cheating.” What you are attempting to do is no different than copying from someone else’s test. The consequences of this will be just as serious as plagiarism.

**NB:** Many students are caught each semester and failed for plagiarism. If even one student in one hundred cheats, the number is too high. As you all know, the number is much higher than that. For students planning to graduate, plagiarizing an assignment is quite possibly the stupidest thing they could do. Do not engage in plagiarism in any form. If you are ever unsure of what constitutes plagiarism, ask me or someone else in the department. At the very least, send an e-mail out to me at two in the morning with your question to CYA and explain what you will do to try to be accurate with your citations. When you enter the business world, plagiarism will not only get you fired, but also may ruin your career and get you sued, depending upon what ideas/content you steal.

There is a very simple rule to follow in order to avoid plagiarism and never get in trouble.

**Cite everything that is not your own words or idea.** If you know that someone else said it, wrote it, or thought it, anywhere, even someone at a party, cite the source. Do this and you will never get in trouble for plagiarism.

#### **OU’s ACADEMIC DISHONESTY STATEMENT**

All work submitted for this course must be your work. All sources used for information must be properly cited. Students should adhere to the *A Student’s Guide to Academic Integrity* as defined by the office of the Senior Vice President and Provost at <http://www.ou.edu/provost/pronew/content/integritymenu.html>:

“Academic misconduct includes, but is not limited to, cheating, plagiarism, fabrication and fraud. *Cheating* is “the use of unauthorized materials, methods, or information in any academic exercise, including improper collaboration.” *Plagiarism* is “the representation of the words and ideas of another as one’s own.” Examples include: excluding others or claiming the work of others as one’s own; presentation of the same material as original in more than one publication; inclusion of individuals as authors who have not made a definite contribution to the work published, and submission of multi-authored publications without the concurrence of all authors.” *Fabrication* includes “the falsification or invention of any information or citation in an academic exercise.” *Fraud* includes “the falsification, forgery, or misrepresentation of academic work, including the resubmission of work performed in one class for credit in another class” (OU Faculty Handbook, 2005).

#### **Technology Policy**

I taught a professional Master’s course in Prague a few years ago in which I had the Iranian “Charge D’Affaires,” Hossein Rezvani, essentially the Ambassador to the Czech Republic, in my class. At the beginning of class, Rezvani would turn off his cell phone, as would every other student. Similarly, when I attend professional meetings and conferences with other important leaders in business and communication, professionals turn off their cell phones. I mention this because ambassadors and professional communicators are much more important than you and I are, and yet, they respectfully turn off their cell phones during classes and professional gatherings. Since you all want to be professionals some day, we expect you to behave as one now. If you want to know the time, buy a watch, but do not use your cell phone as a clock and do not check your messages during class.

Cellular telephones, laptop computers, electronic games, and all other electronic devices are not allowed in my classroom. Please turn off computers and cell phones when you arrive—

this includes turning telephones to *vibrate*. Turn them *off*. I will normally remind you at the beginning of class but even if I forget, I expect you to remember. *A cell phone going off in class will count as an absence.*

### **Diversity and Ethics Policy**

The University of Oklahoma and the Gaylord College respect diversity in all of its forms: race, sex, gender, age, religion, political orientation, country of origin, economic status, etc. Everyone in the United States has a right to their opinion and should feel comfortable expressing their opinion. As citizens, we are under no obligation to agree with what others believe, however, we must, as a civil society, support people's right to worship, act, look, and think, as they want. In this classroom we will not tolerate any mistreatment of others because of how they look, what they believe, where they come from, or because of a lack of knowledge or skills. The only thing that should not be tolerant of is a lack of ethical and moral fiber. As Donald M. Erb wrote:

“Do not be tolerant of misrepresentation, of superficiality, of the parading of false issues as though they were real issues. Tolerance does not extend to intellectual dishonesty or ineptitude.”

*Plaque in the Erb Memorial Union, University of Oregon, 1990*

Assignments: Journalism and Mass Communication. In general

### **Assignments: JMC, 6091: Ph.D. Seminar**

### **Points**

<b>Participation</b> (Each class you are expected to participate in a substantive manner)	25%
<b>Personal Presentation</b> (Krause and other readings, Color, etc.)	25%
<b>Weekly Reading Questions</b> (50+ lines per week of questions)	25%
<b>Paper</b> (18+ pages. Must be handed in as per the schedule below)	25%
<b>Total</b>	<b>100%</b>

## Tentative Course Calendar

Date	Day	Activity/Reading	Assignment Due
<b>Jan. 16</b>	1	<b>Introductions, etc.</b>	
<b>Jan. 21</b>	2	<b>Martin Luther King Day</b>	<b>Personal Conference: Set up time this week.</b>
<b>Jan. 28</b>	3	<b>Publishing</b>	
		<p>Nothstine, W. L., Blair, C., &amp; Copeland, G. A. (1994). Invention in media and rhetorical criticism: A general orientation. In W. L. Nothstine, C. Blair, &amp; G. A. Copeland (Eds.), <i>Critical questions: Invention, creativity, and the criticism of discourse and media</i> (pp. 3–14). New York: St. Martin's Press.</p> <p>Chesebro, J. W. (1993). How to get published. <i>Communication Quarterly</i>, 41(4), 373–382.</p>	
<b>Feb. 4</b>	4	<b>Publishing Continued</b>	
		<p>Bach, T. E., Blair, C., Nothstine, W. L., &amp; Pym, A. L. (1996). How to read “how to get published.” <i>Communication Quarterly</i>, 44(4), 399–422.</p> <p>Blair, C., Brown, J. R., &amp; Baxter, L. A. (1994). Disciplining the feminine. <i>The Quarterly Journal of Speech</i>, 80(4), 383–409.</p>	
<b>Feb. 11</b>	5	<b>Guest:</b> Maureen Taylor on Publishing .....	<b>Draft of Intro., Preview, Literature Review</b>
<b>Feb. 18</b>	6	<b>Read:</b> Reading TBA: Nye (2 articles)	
<b>Feb. 25</b>	7	<b>Read:</b> Reading TBA: Johnson (2 articles)	
<b>Mar. 3</b>	8	<b>Read:</b> Reading TBA: Yang (2 articles)	
<b>Mar. 10</b>	9	<b>Intercultural Issues &amp; Guest:</b> Philip Harding Talk (required)	
		<p>Jia, Wenshan (1999). From Kaihui to Duihua: The transformation of Chinese civic discourse. In R. Kluver &amp; J. H. Powers, (eds.), <i>Civic discourse, civil society, and Chinese communities</i>. Stamford, Connecticut: Ablex Publishing.</p> <p>Gunson, G. &amp; Collins, C. (1997). From the I to the we: Discourse ethics, identity, and the pragmatics of partnership in the West of Scotland. <i>Communication Theory</i> 7(4), 277–300.</p> <p>..... <b>Revision of previous draft, expanded with methodology/theory section</b></p>	
<b>Mar. 17</b>	10	<b>Spring Break</b>	
<b>Mar. 24</b>	11	<b>Criticism/Critique</b>	
		<p>Foucault, M. (1979). <i>Discipline and Punish: The Birth of the Prison</i>. New York, NY: Vintage Books.</p> <p>Deleuze, G. &amp; Guattari, F. (1980). <i>A Thousand Plateaus: Capitalism and Schizophrenia</i>. Minneapolis: University of Minnesota Press. Read: 1. Introduction: Rhizome.</p> <p>Optional: Frenztz, T. F., &amp; Rushing, J. H. (2002). “Mother isn’t quite herself today:” Myth and spectacle in The Matrix. <i>Critical Studies in Media Communication</i> 19(1), pp. 64–86.</p>	
<b>Mar. 31</b>	12	<b>Read:</b> TBA .....	<b>Revision of previous drafts and also discussion/critique section</b>
<b>Apr. 7</b>	13	<b>Guest:</b> Lecture & Lunch (Per Adams’ e-mail)	
<b>Apr. 14</b>	14	<b>Read:</b> Rybacki & Rybacki	
		<p>Rybacki, K., &amp; Rybacki, D. (1990). <i>Communication criticism: Approaches and genres</i>. New York: Wadsworth.</p> <p>Kent, M. L. (2001). Managerial rhetoric and the metaphor of the World Wide Web. <i>Critical Studies in Media Communication</i> 18(3), 359–375.</p>	
<b>Apr. 21</b>	15	<b>Wrap-up of readings and class</b> .....	<b>Final draft of everything including a conclusion</b>
<b>Apr. 28</b>	16	.....	<b>Deliver Papers on Panel</b>