

COMM1000-020

The Process of Communication
Department of Communication

COMM1000 Syllabus – 2026 Summer Session 2

Excluding materials for purchase, syllabus information may be subject to change. The most up-to-date syllabus is located within the course in HuskyCT.

Course and Instructor Information

Course Title: The Process of Communication

Subject & Catalog Number: COMM1000

Section: 020

Credits: 3

Modality: Online Asynchronous (OA)

Location: [HuskyCT](#)

Prerequisites: NA

Course Dates: 7/13/2026 – 8/14/2026

Instructor: Zexin “Marsha” Ma (she/her/hers) – Please address me as “Dr. Ma”

Email: zexin.ma@uconn.edu ((preferred method of contact)

Phone: (860) 486-6871

Office Hours: Via email or by appointment

WebEx link: click [here](#)

Course Materials

Required Materials

- COMM1000: The Process of Communication – Custom Textbook Edition, McGraw Hill.

Obtaining Materials

Required course materials should be obtained before the first day of class. Full-time undergraduate students *may* have access to materials through the [Husky Book Bundle](#); refer to program details for term availability, material eligibility, auto-enrollment, and opt-out information. Otherwise, materials are available for purchase and/or rent through the [UConn Bookstore](#) and may be [shipped for a fee](#). Navigate to [Find Course Materials](#) and use the following information to search:

Campus	Term	Department	Course #*	Section
Storrs	Summer 26	COMM	1000	020

*Enter the Catalog Number in this field.

Additional instructional materials and resources are available through HuskyCT.

Course Description

A study of modern communication theories and principles useful in understanding how people affect and are affected by others through communication.

Course Learning Objectives (CLOs)

Upon completion of this course, students will be able to:

1. **Define human communication and explain how it is studied**, including key concepts, theories, and research approaches.
2. **Distinguish among major communication contexts and subfields**, including interpersonal, group, intercultural, mass, health, and persuasive communication.
3. **Apply effective communication skills**, including verbal, nonverbal, and listening strategies, in personal and professional settings.
4. **Analyze the role of media and technology in communication**, including their influence on relationships, culture, and information exchange.
5. **Evaluate persuasive messages and information sources**, including identifying misinformation and assessing credibility.
6. **Reflect on and improve their own communication practices**, connecting course concepts to real-world experiences and future learning.

Alignment with Common Curriculum

This is a [Common Curriculum \(CC\)](#) course, which addresses one or more Topics of Inquiry (TOI) and related Common Curriculum objectives. This course's learning objectives and assessments align to the Common Curriculum objectives as shown in the table below.

Topics of Inquiry (TOI)	Common Curriculum Objectives	Course Learning Objectives (CLOs)	Course Assessments
TOI-2 Cultural Dimensions of Human Experiences	Learning Objective 1: Students will be able to analyze the cultures in a given society in their historical, linguistic, and/or sociopolitical context through an understanding of a broad array of historical actors, narratives, artistic forms, power structures, technologies, and/or beliefs. Learning Objective 2: Students will be able to engage with a variety of perspectives in the global community, distinguish their own cultural patterns, and, through a process of dialogue and/or critical self-reflection, respond flexibly to multiple worldviews.	CLO1-4	Assignments, Exams

Topics of Inquiry (TOI)	Common Curriculum Objectives	Course Learning Objectives (CLOs)	Course Assessments
TOI-5 Individual Values and Social Institutions	Learning Objective: Using theories and methods of social scientific or humanistic inquiry, students will be able to critically examine how institutions and values are justified and/or how they relate to political, social, economic, or familial institutions	CLO5-6	Assignments, Exams

Course Schedule

Week	Topic	Readings	Assignments
1	Introduction to the Course	<i>Syllabus</i>	Intro Discussion & Syllabus Quiz (Due: 7/14)
	The Field of Human Communication	<i>Communication: A First Look</i>	Week 1 Discussion Post (Due: 7/16)
	Studying the Science of Communication		Week 1 Discussion Replies (Due: 7/19)
2	Perception	<i>Perceiving Ourselves & Others</i>	Week 2 Discussion Post (Due: 7/23)
	Verbal Communication and Listening	<i>How We Use Language</i> <i>Listening Effectively</i>	Week 2 Discussion Replies (Due: 7/26)
	Nonverbal Communication and Emotions	<i>Comm Nonverbally</i>	
Exam 1: Material From Weeks 1-2. Available from Thursday 7/23 at 12:00 PM until Friday 7/24 11:59 PM			
3	Interpersonal Communication	<i>Comm in Social and Professional Relationships;</i> <i>Comm in Intimate Relationships</i>	Week 3 Discussion Post (Due: 7/30)
	Group and Workplace Communication	<i>Comm In Small Groups;</i> <i>Workplace Communication and Interviewing</i>	Week 3 Discussion Replies (Due: 8/2)
	Communication across Cultures	<i>Communication and Culture</i>	
4	Mass Communication and Media	<i>Communication and Media</i>	Week 4 Discussion Post (Due: 8/6)
	Persuasion		Week 4 Discussion Replies (Due: 8/19)
	Health Communication		
5	Misinformation		Week 5 Discussion Post (Due: 8/13)
	AI and Communication		Week 5 Discussion Replies (Due: 8/14)
	Movie Screening: Thank you for Smoking		Final Reflection (Due: 8/1)
Exam 2: Material from Weeks 3-5. Available from Thursday 8/13 at 12:00 PM until Friday 8/14 at 11:59 PM			

Due Dates

Refer to the Course Schedule for assessments and due dates. Deadlines are based on Eastern Time unless otherwise specified.

The instructor reserves the right to change dates as the term progresses. All changes will be communicated appropriately.

Course Requirements and Grading

Grading Scale

Information on grades and grading can be found as follows:

- [Registrar's Information on Grading Scales](#)
- [University of Connecticut Academic Catalog](#): Undergraduate > Academic Regulations > Grade Information

General Explanation of Grades

Numeric Range	Letter Grade	Explanation
370–400	A	Excellent
358–369	A-	Excellent
346–357	B+	Very Good
330–345	B	Good
318–329	B-	Good
306–317	C+	Good
290–305	C	Average
278–289	C-	Fair
266–277	D+	Poor
250–265	D	Poor
238–249	D-	Merely Passing
0–237	F	Failure

Summary of Course Grading

Course Component	Points
Orientation	1@25 points = 25 points total
Discussions	5@25 points each = 125 points total
Exam 1	1@100 points = 100 points total
Exam 2	1@100 points = 100 points total
Final Reflection	1@50 points each = 50 points total
Total	400

Orientation

Students are expected to participate in orientation during the first week of the course. Students will receive full credit (25 points) for participating in the introductory discussion and completing the syllabus quiz. The quiz is not graded based on your responses, but rather, you receive 25 points for posting in the introduction discussion forum and simply taking the quiz (even if you get some answers wrong--though you should check to make sure you know the right answers going forward!).

Discussions

Part 1: Post (15 points per discussion)

You are required to post ONE of the following to the discussion forum each week (you can choose between the three options and each discussion can be a different option).

A) two questions about the assigned readings or topics in general;

B) “show and tell presentations”; share an example of a message that is relevant to our topic. The “show” might be campaign materials, newsletters, a website, a video, a mobile app, etc. The “tell” should reflect your thoughts on this particular case.

C) additional reading, resource or article that supports, adds or refutes the readings for that class day. You may post a link to the article or upload it to HuskyCT.

Part 2: Reply (5 points each; 10 points in total)

In addition to posting, you are required to reply to 2 other posts. A good response provides helpful information or useful resources, asks thought-provoking questions, and/or gives useful recommendations or feedback. While “great post” can be an emotionally helpful contribution, your reply must include more than that to count as a reply.

Initial posts are due by 11:59pm on the Thursday of each week, and replies to other students’ posts must be submitted by Sunday at 11:59pm for Weeks 1-4 (Friday at 11:59pm for Week 5). The instructor will only minimally participate in the discussions, as they are meant to be a space for students to interact with one another and engage in thoughtful conversations with fellow classmates.

Exam 1 & 2

There will be two exams based on the material covered in class and in the assigned readings. The exams are not cumulative. Both lecture material and reading assignments will be tested. Exams will be composed of approximately 50 multiple choices and true/false questions (worth 2 points each).

All exams are to be taken online, using HuskyCT with Respondus LockDown Browser + Monitor, on the designated exam dates. You are required to take the exam alone on the scheduled day. The exam will be open for a 36-hour period—starting at 12 p.m. and closing at 11:59 p.m. next day—on the dates listed in the course schedule.

Allowed materials: You are allowed to use one, one-sided 8.5”x11” cheat sheet on each exam. A photo of your cheat sheet must be uploaded at the end of your exam. We will verify it meets these standards. **Not allowed materials:** Cell phones and other electronic devices are not permitted in the exam environment, nor is the use of internet resources permitted in ANY capacity. Collaboration is not permitted on exams.

Final Reflection

The final reflection will ask students to reflect upon their experiences. Details regarding the assignment will be provided on HuskyCT. The final reflection is due on Friday, August 14th at 11:59pm.

Late & Missed Assessment Policy

All course due dates are identified in the [Course Schedule](#) section.

Late assignments (not including exams) will receive a 10% penalty per day late and can only be submitted up to 48 hours after the due date, after which time they will no longer be accepted. In extenuating circumstances, with proof of illness in the form of a doctor’s note or proof of emergency, the late penalty may be waived.

Exams cannot be submitted late unless there is an extenuating circumstance, with proof of illness in the form of a doctor’s note or proof of emergency. In these cases, please email the instructor immediately.

All course due dates are identified in the course schedule. Deadlines are based on U.S. Eastern Standard Time; if you are in a different time zone, please adjust your submission times accordingly. The instructor reserves the right to change dates accordingly as the semester progresses. All changes will be communicated via a HuskyCT Announcement.

Feedback and Grades

I will send several announcements each week to remind students about deadlines (although students are responsible for adhering to the due dates listed in the course schedule) and share important course information. I will make every effort to provide assignment feedback and grades within 7 days of the assignment due date. To keep track of your performance in the course, refer to the Gradebook in HuskyCT.

If you would like to discuss a grade with me, submit your appeal via email. Please note the following important points:

1. 24/7 policy: You must wait at least 24 hours after receiving your assignment back before contacting me. Additionally, you have to contact me within 7 days of receiving your assignment.
2. Offer a cogent and well-supported written argument. This means that you should support your claims from course materials and/or class lectures.
3. You must set a virtual video appointment with me so that the process may be completed. No grade appeals will be completed via email; you must virtually meet with the instructor.

Weekly Time Commitment and Asynchronous Online Course Set-Up

You should expect to dedicate 25.2 hours a week to this course. This expectation is based on the various course activities, assignments, and assessments and the University of Connecticut's policy regarding credit hours. More information related to hours per week per credit can be accessed at the [Online Student website](#).

This is an asynchronous online course – there is no single, individual time that you must be online or must be working on COMM 1000, but there will be regular releases of material and assignments and you will be expected to actively participate in this course on a weekly basis. This means checking HuskyCT regularly, paying attention to emails and announcements from the professor, viewing video lectures and reading related content, completing assignments and exams, asking questions, and getting involved in discussions.

Student Authentication and Verification

The University of Connecticut is required to verify the identity of students who participate in online courses and to establish that students who register in an online course are the same students who participate in, complete the course activities and assessments, and receive academic credit. Verification and authentication of student identity in this course will include:

- Secure access to the learning management system (HuskyCT) using your unique UConn NetID and password.
- Checking Discussions for consistency of writing style, topics discussed, etc.
- Routine interactions via email, phone, and video (such as office hours) conducted via WebEx where identity is confirmed against UConn photo in Student Administration System.

Students who do not complete the above required authentication steps may be denied access to the course and given an incomplete. Students could lose credit if the identity of the enrolled student completing course activities and assessments cannot be confirmed.

Proctoring

This course requires the use of **Respondus LockDown Browser + Monitor**. Refer to [Student Technology Guide: Respondus LockDown Browser](#) for details on equipment and software requirements, exam instructions, and technical help information.

Virtual Classroom Guidelines

The University of Connecticut does not tolerate harassment. Harassment consists of abusive behavior directed toward an individual or group because of race, ethnicity, ancestry, national origin, religion, gender, sexual orientation, age, physical or mental disability, including learning disability, mental retardation and past/present history of a mental disorder. All members of the University community are responsible for the maintenance of a social environment in which people are free to work and learn without fear of discrimination and abuse.

Please be respectful of the diverse opinions and experiences of your fellow classmates. If at any point you feel uncomfortable with the course material or the behavior of other students, please contact me.

You may disagree with your colleagues' opinions, but you should respect their right for them to have their own views. Imagine a world with only one viewpoint, how boring would that be?

Academic Integrity

I am also asking you all to follow an "honor code" for the course exams: Please do not discuss any of the details of the exam or questions with your fellow classmates during the examination period. You should take the exam individually, on your own. You should not save, copy, or screenshot any exam questions, nor post or share any of the exam questions or details with classmates or on any websites, forums, or social media. I consider this an honor code for the course, and sharing details about the exam or completing the exam with other classmates will be considered cheating.

All students are expected to act in accordance with the Guidelines for Academic Integrity at the University of Connecticut. If you have questions about academic integrity or intellectual property, you should consult with me or consult UConn's guidelines for academic integrity. Posting course material on student tutoring and course sharing websites (e.g. Chegg, Course Hero) may be a violation of my copyright and intellectual property and a violation of academic integrity. The web-based video delivery of each class in this course is for sole use of the students enrolled in this course. Any other use of these class videos or any pictures or derivatives of the class videos without the written consent of the course's professor is prohibited. The videos created by students as part of this course are for sole use of the students enrolled in this course. Any other use of these videos or any pictures or derivatives of the videos without the written consent of the video creator is prohibited.

Artificial Intelligence Policy

The use of generative AI tools (e.g. ChatGPT, Microsoft Copilot, etc.) is permitted in this course for the following activities:

- Brainstorming and refining your ideas;
- Fine tuning your research questions;
- Finding information on your topic;
- Drafting an outline to organize your thoughts; and
- Checking grammar and style.

The use of generative AI tools is not permitted in this course for the following activities:

- Impersonating you in classroom contexts, such as by using the tool to compose discussion board.
- Completing group work that your group has assigned to you, unless it is mutually agreed upon that you may utilize the tool.
- Writing a draft of a writing assignment.
- Writing entire sentences, paragraphs or papers to complete class assignments.

Copyright

Copyrighted materials within the course are only for the use of students enrolled in the course for purposes associated with this course and may not be retained or further disseminated.

Student-Created Videos: The videos created by students as part of this course are for the sole use of the students enrolled in this course. Any other use of these videos or any pictures or derivatives of the videos without the written consent of the video creator is prohibited.

Syllabus Addendum

As a member of the University of Connecticut student community, you are held to certain standards and academic policies. In addition, there are numerous resources available to help you succeed in your academic work. Read the [Syllabus Addendum](#), which includes:

1. [University Standards and Policies](#)
 - a. The Student Code & Academic Integrity
 - b. Communication Guidelines
 - c. Credit Hours and Workload
 - d. Course Drop/Withdrawal
 - e. Policy Against Discrimination, Harassment and Related Interpersonal Violence
 - f. Evaluation of Course Experience
2. [Resources and Accommodations](#)
 - a. Support Services
 - b. Students with Disabilities
 - c. Accommodations for Absences Due to Religious Observances and Extracurricular Activities
 - d. Emergency Preparedness
3. [Technical Requirements](#)
 - a. Minimum Equipment Requirements
 - b. Minimum Software Requirements
 - c. Browser Recommendations
 - d. Additional Software Requirements for Some Online Courses
 - e. Proctoring Requirements
 - f. Minimum Technical Skills
 - g. Student Technology Training
 - h. Technology Help