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Course Description:
The course explains the ways various organizations use media and communication strategies. Some of the most effective tools of communication to be studied will include face-to-face interaction, dissemination of information by the mass media, connecting by means of computers and the influence of the telephone. This course is designed to cover both theory and the practice of organizational communication in a variety of settings. An examination of topics would include, but not be limited to, universal health insurance, environmental awareness, and the demographics of a changing workforce.

Text:

Course Objectives:
1) To gain additional experience in organizational communication;
2) To be able to apply theoretical principles to case studies, locally, regionally and nationally; and
3) To be able to present research papers which analyze case studies chosen by students with the approval of the instructor.

Assignments
An outline of topics and reading assignments appears on the daily schedule. The instructor will try to stick to this schedule as closely as possible, but reserves the right to modify it as needed. Please be sure to read the assignment before the class period. Class time will be used for additional content material, for special educational and presentational activities, and for the clarification of the reading assignments. It will be very difficult to pass this course unless you keep up with the readings on a daily basis. Please feel free to ask questions about the readings at any time, but also be aware that the discussion sessions are not designed to be a rehash of the reading assignment. Class attendance is also considered to be an assignment. Students are expected to be in class and to be on time. Missed assignments need either a medical excuse that is written or documentation from a credible source and approval of the instructor before an exception to the rule can be made.

Tentative Outline
Assignments will be related to readings from a variety of texts, which will be listed in the partial bibliography, which is attached.

Week 1 Importance of Activist’s Media Use and Face-to-Face Interaction

Week 2 Conflict Resolution  
The Nature of Conflict  
How Writing Styles Can Create Conflict

Week 3 Conflict Resolution continued  
Escalating and De-Escalating Relationships
Week 4  Communicating Via the Telephone
        Relaying Information
        Correcting Misinformation

Week 5  Meeting in Small Groups
        Defining Parameters
        Problem-Solving in the Small Group

Week 6  Disseminating Messages Through Mass Media
        New Media Technologies: The Information Machines

Week 7  The Convergence of Media
        Older Technology vs. Newer Technology

Week 8  Predictions for the Future

Week 9  Case Studies
        Communicating at Turner Broadcasting
        Communication Challenges at Turner Broadcasting

Week 10 Case Studies
        Communicating at the Nature Company
        Communication Challenges at the Nature Company

Week 11 Short Analysis of Case Studies are Due – these papers are approximately 8-10 pgs. in length. Collected data is cited and a formal presentation is given.

Week 12 The Demographics of a Changing Workforce
        Panel Representing Various Agencies (such as Dana, Toledo Hospital, Jeep, and The University of Toledo will be represented)

Week 13 The Examination Period
        (After a review, the students will be either taking an open book/open note or take-home exam, which will apply both theoretical and practical situations to what has been assigned up to this point.)

Week 14 Student Presentations of Their Major Research Paper
        (These will be approximately 12-15 pgs. in length. Collected data is cited and a formal presentation is given.)

Week 15 Continue as in Week 14


