

FINAL EXAMINATION

This final examination is a project portfolio and is due not later than 11 am Wednesday December 15th [the end of the scheduled final examination period]. The Portfolio is to be submitted **by email as an attached** Microsoft Word file to Professor Cagle at johnca@csufresno.edu, with COMM 100 Final in the subject heading of the message.

Attend the remaining lectures, review the PowerPoint lecture notes on the COMM 100 homepage, and peruse the textbook chapters with care.

Write it in good form—sound organization, competent grammar and spelling, and proofread. You can use **block paragraphs**; aim for **two pages for each of the sections**. The table of contents is below. Try to write effective mini-essays—do not merely copy PowerPoint bullet points or paraphrase the textbook. Do use proper citations if directly quoting something, but I intend this portfolio to be more of an erudite thinkpiece....

For **each area**, I want you to write about **two theories** from the area with two things in mind:

- first explicate the **important elements of the theory**—key components, definitions, principles, how the theory explains the phenomena; and
- second write about **why the theory stands out as important and interesting to you** in terms of criteria you think are relevant.

TABLE OF CONTENTS FOR PORTFOLIO

Title page

Introduction giving overview of the portfolio from your point of view

- 1) **CULTURE AND COMMUNICATION** Read Wood, Chapter 10
- 2) **COMMUNICATION, SYMBOLS, AND MEANING** Read Wood, Chapters 4 and 5
- 3) **SOCIAL CHANGE AND MOVEMENT**
- 4) **PERSUASION, POLITICS, AND COMMUNICATION**
- 5) **MASS COMMUNICATION** Read Wood, Chapter 11
- 6) **ORGANIZATIONAL COMMUNICATION** Read Wood, Chapter 10
- 7) **SMALL GROUP COMMUNICATION**
- 8) **INTERPERSONAL COMMUNICATION** Read Wood, Chapters 7, 8, and 9

Closing Remarks