



蘇州大學
Soochow University

COM 417 Social Cognition

Summer 2024

Course Credits: 4

Contact Hours: 56 hours

Instructor: TBA

Email: TBA

COURSE OBJECTIVES

In this advanced course, students will go on a research-intensive quest to discover the relationship between communication and cognition. Explore cutting-edge research on social cognition, including societal impacts, and modern perspectives. Prepare to contribute significantly to the forefront of research in advanced communication studies.

Upon Completion of this Course, students will be able to:

1. Master complicated cognitive processes in a variety of social circumstances, hence increasing your social cognition skills.
2. Develop advanced research abilities and can contribute effectively to social cognition studies using sophisticated approaches.
3. Cultivate strategic cognitive analysis skills to gain correct insights into and regulate cognitive dynamics inside professional groupings.
4. Improve critical thinking abilities by assessing both classic and current literature to gain a more sophisticated knowledge of communication's cognitive intricacies.
5. Acquire practical skills, remain current on trends, and utilize theoretical frameworks to make major contributions to advanced communication studies.

PREREQUISITES

COM 210 Communication Research Methods, COM 320 Advanced Communication Theory.



GRADING

Grades will be determined by accumulating points, with 100 points being the maximum, as follows:

ITEM	POINTS
Discussions	15 Points
Writing Assignments	30 Points
Midterm	15 Points
Team Collaboration	20 Points
Final Exam	20 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F.$$

We reserve the right to make adjustments to the overall grading policy.

COURSE MATERIALS

Required Texts:

Susan T. Fiske, Shelley E. Taylor, *Social Cognition: From brains to culture*, 4th Edition, McGraw-Hill, 2021.

Recommended (Optional) Texts or Other Materials:

None

COURSE TOPICS

MODULE	TASKS
Module 1	<p>Topics: Topic 1: What is Social Cognition? Topic 2: Dual Modes in Social Cognition Topic 3: Attention and Encoding Topic 4: Representation in Memory</p> <p>Assessments: Discussion#1</p>



	Writing Assignment#1
Module 2	<p>Topics: Topic 5: Self in Social Cognition Topic 6: Early Attribution Theories Emphasized Rational Analysis Topic 7: Several Cognitive Processes Underlie Attribution Topic 8: Heuristics and Shortcuts: Efficiency in Inference and Decision Making</p> <p>Assessments: Discussion#2 Writing Assignment#2</p>
Module 3	<p>Topics: Topic 9: Beyond Heuristics: Decision Shortcuts Often Create Errors and Biases Topic 10: Accuracy and Efficiency in Social Inference Topic 11: Errors and Biases as Consequential: Improving the Inference Process Topic 12: Cognitive Structures of Attitudes</p> <p>Assessments: Midterm Exam Writing Assignment#3</p>
Module 4	<p>Topics: Topic 13: Functional Dimensions of Attitudes Topic 14: Cognitive Processing of Attitudes Topic 15: Stereotyping: Cognition and Bias Topic 16: Prejudice: Interplay of Cognitive and Affective Biases</p> <p>Assessments: Discussion#3 Team Collaboration</p>
Module 5	<p>Topics: Topic 17: From Social Cognition to Affect Topic 18: Physiological Theories Confront Differentiated Emotion Topic 19: From Affect to Social Cognition Topic 20: Behavior and Cognition</p> <p>Assessments: Final Exam</p>

ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.



If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

LEARNING REQUIREMENTS

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

TECHNOLOGY POLICY

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).

ACADEMIC INTEGRITY POLICY

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed.



蘇州大學
Soochow University

The record might be shown on the official university transcript.

DISABILITY ACCOMMODATION

Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.