

COMM-134: INTRODUCTION TO COMMUNICATION THEORY

Effective Term

Fall 2023

BOT Approval

5/12/2022

SECTION A - Course Data Elements
CB04 Credit Status

Credit - Degree Applicable

Discipline

Minimum Qualifications	And/Or
Communication Studies (Speech Communication) (Master's Degree)	

Subject Code

COMM - Communication Studies

Course Number

134

Department

Communication Studies (COMM)

Division

Language and Developmental Studies (LADS)

Full Course Title

Introduction to Communication Theory

Short Title

Intro to Communication Theory

CB03 TOP Code

1506.00 - Speech Communication

CB08 Basic Skills Status

NBS - Not Basic Skills

CB09 SAM Code

E - Non-Occupational

Rationale

update subject code and textbooks.

SECTION B - Course Description
Catalog Course Description

This course is a survey of the discipline of Communication Studies with emphasis on multiple theoretical concepts relevant to the process of human communication. This course will introduce the basic history, assumptions, principles, processes, variables, methods, and different specializations of human communication as a field of study. Focus will be placed on how communication theory applies to a broad range of communication phenomena in intrapersonal, interpersonal, persuasion, mass, group and public communication settings.

SECTION C - Conditions on Enrollment
Open Entry/Open Exit

No

Repeatability

Not Repeatable

Maximum Enrollment

30

Grading Options

Letter Grade or Pass/No Pass

Allow Audit

Yes

Requisites**SECTION D - Course Standards****Is this course variable unit?**

No

Units

3.00000

Lecture Hours

54.00

Outside of Class Hours

108

Total Contact Hours

54

Total Student Hours

162

Distance Education Approval**Is this course offered through Distance Education?**

Yes

Online Delivery Methods

DE Modalities	Permanent or Emergency Only?
Entirely Online	Permanent
Hybrid	Permanent

SECTION E - Course Content**Student Learning Outcomes****Upon satisfactory completion of the course, students will be able to:**

1. Demonstrate the ability to identify and accurately explain communication theories and their major components.
2. The ability to apply relevant communication theories to various contexts and real life situations.

Course Objectives**Upon satisfactory completion of the course, students will be able to:**

1. Explain and apply basic concepts of the field of communication.
2. Demonstrate a basic knowledge of the specializations comprising the communication discipline.
3. Critically discuss and write about human communication theories.
4. Understand the major research traditions and varying approaches to studying human communication.
5. Explain the contextual, cultural, and social foundations of human communication.
6. Demonstrate an understanding of the role of ethics in communication.
7. Be able to recall and connect major theorist to their corresponding theories and research traditions.

8. Be able to accurately explain and evaluate theories and their major components using the appropriate terms and theoretical language.
9. Summarize and explain an expanded world perspective that demonstrates an appreciation of the diverse range of viewpoints.

Course Content

1. Introduction and overview of the field of Communication Studies
 - a. Communication models
 - b. Basic principles and misconceptions
 - c. Verbal and non verbal communication
 - d. Language and symbols
2. Theoretical overview of the major traditions in the field of communication
 - a. Socio-psychological tradition
 - b. Semiotic tradition
 - c. Socio-cultural tradition
 - d. Critical tradition
 - e. Phenomenological tradition
3. Basic communication theory
 - a. Theory definition and purpose
 - b. Criteria for evaluating theories
 - i. Objective theory standards
 - ii. Interpretive theory standards
4. Different research approaches to studying theory
 - a. Objective vs interpretive approach to scholarship
5. Specializations and theories to be covered may include:
 - a. Rhetoric and persuasion
 - i. Rhetoric
 - ii. Social Judgement Theory
 - iii. Elaboration Likelihood Model
 - iv. Cognitive Dissonance
 - b. Mass communication and culture
 - i. Agenda Setting Function Theory
 - ii. Cultivation Theory
 - iii. Semiotics
 - iv. Cultural Studies
 - c. Interpersonal communication
 - i. Social Exchange Theory
 - ii. Expectancy Violation Theory
 - iii. Social Penetration Theory
 - iv. Relational Dialectics
 - d. Public and group communication
 - i. Symbolic Convergence Theory
 - ii. Functional Perspective to Decision Making
 - e. Intercultural communication and diversity
 - i. Communication Accomodation Theory
 - ii. Face Negotiation Theory
 - f. Gender communication
 - i. Genderlect
 - g. Organizational communication
 - i. Cultural Approach to Organization
 - h. Computer mediated communication/technology
 - i. Social Information Processing Theory
 - i. Emerging Specializations

Methods of Instruction

Methods of Instruction

Types	Examples of learning activities
Activity	
Discussion	
Lecture	

Instructor-Initiated Online Contact Types

Announcements/Bulletin Boards
 Chat Rooms
 Discussion Boards
 E-mail Communication
 Telephone Conversations
 Video or Teleconferencing

Student-Initiated Online Contact Types

Chat Rooms
 Discussions
 Group Work

Course design is accessible

Yes

Methods of Evaluation

Methods of Evaluation

Types	Examples of classroom assessments
Exams/Tests	
Quizzes	Weekly reading quizzes.
Essays/Papers	Complete a total of six, two-page journal response papers applying the theories to your own life experiences.
Oral Presentations	Identify a song that reflects elements of one or more of the theories covered and give a 3-5 minute in class presentation on it.
Projects	
Class Participation	
Homework	After reading about Aristotle's rhetorical proofs, find commercial examples that reflect how ethos, pathos, and logos are being used in modern advertisements.

Assignments

Reading Assignments

Example 1: Read the weekly chapter assignment. Example 2: Read Chapter 1 and be prepared to discuss the prompt on page 28.

Writing Assignments

Example 1: Write a 1-2 page response paper articulating how you see the theories demonstrated in your own life experiences.
 Example 2: Create a 1 page outline for each theoretical lens with the goal of applying two different theories to a pop culture artifact of your choosing (book, movie, television show). In doing so, 1)provide a working definition of the lens, 2)identify examples of two different theories in your artifact and 3)provide one outside reference to support your application of the theory.

Other Assignments

Group Work: Example: After playing Apples to Apples in groups, the class will be asked to articulate the connection between Coordinated Management of Meaning theory and the strategies they used in the game. Example: After watching a clip from The Hunger Games, get into groups and discuss where you saw examples of Social Exchange Theory in Katniss' different relationships.

SECTION F - Textbooks and Instructional Materials

Material Type

Textbook

Author

West, R and Turner, L

Title

Introducing Communication Theory: Analysis and Application

Edition/Version

7th

Publisher

McGraw-Hill Higher Education

Year

2020

Material Type

Textbook

Author

Griffin, M., Ledbetter, A. & Sparks, G

Title

A First Look at Communication Theory

Edition/Version

10th

Publisher

McGraw-Hill Higher Education

Year

2018

Proposed General Education/Transfer Agreement

Do you wish to propose this course for a Local General Education Area?

No

Do you wish to propose this course for a CSU General Education Area?

No

Do you wish to propose this course for a UC Transferable Course Agreement (UC-TCA)?

No

Course Codes (Admin Only)**ASSIST Update**

No

CB00 State ID

CCC000592706

CB10 Cooperative Work Experience Status

N - Is Not Part of a Cooperative Work Experience Education Program

CB11 Course Classification Status

Y - Credit Course

CB13 Special Class Status

N - The Course is Not an Approved Special Class

CB23 Funding Agency Category

Y - Not Applicable (Funding Not Used)

CB24 Program Course Status

Program Applicable

Allow Pass/No Pass

Yes

Only Pass/No Pass

No