COMM 10 Course Outline as of Spring 2019

CATALOG INFORMATION

Dept and Nbr: COMM 10 Title: INTRO COMM STUDIES

Full Title: Introduction to Communication Studies

Last Reviewed: 10/8/2018

Units		Course Hours per Week	•	Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00 Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

Catalog Description:

An introduction to the theory of human communication.

Prerequisites/Corequisites:

Recommended Preparation:

Eligibility for ENGL 1A or equivalent

Limits on Enrollment:

Schedule of Classes Information:

Description: An introduction to the theory of human communication. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 1A or equivalent

Limits on Enrollment: Transfer Credit: CSU:UC.

Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree: Area Effective: Inactive:

D Social and Behavioral Sciences Fall 1981

CSU GE: Transfer Area Effective:

D Social Science Fall 1981

Inactive:

D1 Anthropology and Archeology

D4 Gender Studies

IGETC: Transfer Area Effective: Inactive:

4 Social and Behavioral Science Fall 1981

4J Sociology and Criminology

CSU Transfer: Transferable Effective: Fall 1981 Inactive:

UC Transfer: Transferable Effective: Fall 1981 Inactive:

CID:

CID Descriptor: COMM 180 Introduction to Communication Studies or Introduction to Communic

SRJC Equivalent Course(s): COMM10

Certificate/Major Applicable:

Both Certificate and Major Applicable

COURSE CONTENT

Outcomes and Objectives:

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

1. Critique competing definitions of "communication" including: the rationales to justify a particular definition and the

implications of choosing one definition over another.

- 2. Diagram different models of communication while also explaining how each model views communication differently.
- 3. Analyze Classical Greek and Roman contributions to communication theory.
- 4. Compare and contrast characteristics and theories of verbal communication.
- 5. Compare and contrast characteristics and theories of nonverbal communication.
- 6. Compare and contrast communication dynamics from a multicultural perspectives.
- 7. Compare and contrast communication dynamics from a gender perspective.
- 8. List, define and explain the different characteristics and theories pertinent to various types of face-to-face

communication.

9. Compare and contrast characteristics and theories of the mass media.

Topics and Scope:

- I. Introduction to the Course
 - A. The nature and extent of Communication Studies
 - B. Relationship of this field to other academic fields
 - C. Models of communication
 - D. Definitions of communication
 - E. Approaches to studying communication
- II. Verbal Communication
- A. The nature of symbols

- B. Characteristics of language
- C. The relationship between language and perceptions of reality
- III. Nonverbal Communication
 - A. Basic characteristics
 - B. Paralanguage
 - C. Kinesics
 - D. Chronemics
 - E. Proxemics
- IV. Rhetoric
 - A. The Classical Approach to Rhetoric
 - B. Contemporary approaches to Rhetoric
 - C. Case studies
- V. Face to Face Communication
 - A. Interpersonal communication
 - B. Small Group communication
 - C. Public communication
- VI. Intercultural Communication
 - A. Definitions of culture
 - B. Relationship between culture and communication
- C. The relationship between gender and communication
- D. Non-western perspectives on communication
- E. The influence of women and racial minorities on communication
- VII. The Mass Media
 - A. The unique features of a "mediated context"
- B. How the media can effect perception
- C. Mediated theories
- D. The impact of communication innovations on society

Assignment:

- 1. Participation and attendance: Students will be expected to monitor current events as they relate to course material (e.g., watching the State of the Union address, a presidential debate, etc.) and be prepared to discuss in class.
- 2. Reading assignments average 1-2 chapters per week.
- 3. Writing assignments. Options are as follows:
 - a. two to three short essays (2-4 typed pages) that demonstrate the student's ability to understand and apply theories and/or models learned in class to communication events. Examples might include applying principles of Group Think to a small group situation the student is involved in; applying the Five Canons of Rhetoric to a speech the student has listened to; applying the Toulmin Model to a newspaper editorial, or applying the elements of nonverbal codes to a conversation.
 - b. a formal term paper (8-12 typed pages, not including a bibliography) where the student researches a major concept studied in class in greater depth. Examples might include writing a paper on the rhetorical contributions of Martin Luther King Jr. or Margaret Thatcher; researching and writing a paper on the impact of a communication innovation on society (e.g., how the internet has affected political communication).
 - c. an original research paper (8-12 typed pages, not including tables

and presentation of raw data) where the student develops a research question, develops a methodology, collects the data and then discusses what their research has revealed (e.g., "Do males and females use cell phones for different purposes?", create and disseminate a questionnaire and report back the findings).

4. Four to ten quizzes and/or exams, including a final.

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Short essays, term paper, original research paper.

Writing 15 - 25%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

None

Problem solving 0 - 0%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

None

Skill Demonstrations 0 - 0%

Exams: All forms of formal testing, other than skill performance exams.

Multiple choice, True/false, Matching items, Completion, Essays

Exams 55 - 75%

Other: Includes any assessment tools that do not logically fit into the above categories.

Class participation and attendance.

Other Category 10 - 20%

Representative Textbooks and Materials:

An Introduction to Rhetorical Communication: A Western Rhetorical Perspective. McCroskey, James. Pearson: 2006

Human Communication in Society. Alberts, Jess K. Pearson Education Inc., Prentice Hall: 2007

Rhetorical Theory: An Introduction. Borchers, Timothy. Thompson Wadsworth: 2006

The Rhetoric of Western Thought: From the Mediterranean World to the Global Setting, 9th ed. Golden, James, et al. Kendall/Hunt: 2007

Thinking Through Communication: An Introduction to the Study of Human Communication,

5th edition. Trenholm, Sarah. Allyn & Bacon: 2007

Understanding Human Communication, 9th ed. Adler, Ronald & Rodman, George. Pearson: 2006