

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	3	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:
Instructor suggests the thesis that next only to force the most effective way to control a society is to control its means of communication. If instructor is right, you are victims of this fact. This lecture-discussion class (you don't give speeches) studies contemporary subjects such as advertising, the impact of television, political propaganda, etc., against the background of Western communication tradition.

Prerequisites/Corequisites:

Recommended Preparation:

Limits on Enrollment:

Schedule of Classes Information:
Description: A survey lecture course in theories of human communication. (Grade or P/NP)
Prerequisites/Corequisites:
Recommended:
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:	Inactive:
	D	Social Science	Fall 1981	
	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:
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UC Transfer:	Transferable	Effective:	Fall 1981	Inactive:
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CID:

CID Descriptor: COMM 180	Introduction to Communication Studies or Introduction to Communication
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SRJC Equivalent Course(s):	COMM10
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Certificate/Major Applicable:

Not Certificate/Major Applicable

COURSE CONTENT

Outcomes and Objectives:

At the end of the course students should be able to:

1. Define "communication" and differentiate it from "rhetoric".
2. List, define, and apply the "Roman Canons" of theory.
3. Draw from memory the Shannon-Weaver model of communication and apply its concepts in an essay.
4. Draw the "Semantic Triangle" and apply its concepts in an essay.
5. Express the relationship between sensory perception and communication.
6. Describe S.I. Hayakawa's "Ladder of Abstraction" and apply it in an essay.
7. Answer correctly at least 60% of objective questions which require recognition of various communication theories and concepts as presented in the course.
8. Distinguish between "propaganda" and "persuasion".
9. Name, define, and apply the "Propagandists Seven Tricks of the Trade" developed by the Institute for Propaganda Analysis.
10. Perform a basic Aristotelian rhetorical analysis of a public speech.

The analysis should include:

- identification of the "rhetorical judge"
- classification, with support, as a deliberative, epideictic or forensic purpose.
- identification of the thesis and major supporting arguments
- identification of appeals to ethos, logos, and pathos

- conclude and support a critical judgement of the speech
- 11. Describe the unique characteristics of the mass media.
- 12. Recite the conclusions of the "Annenberg Studies" on the effects of television.
- 13. Critique the theories of Marshall McLuhan focusing on his terms: global village, "the medium is the message," and "hot/cool" media.

Topics and Scope:

The course is divided into five units, as outlined below. The topics for each unit indicate the issues discussed but not necessarily their order. At the start of each unit, a handout for that unit will be issued which details readings and assignments. At the end of Unit 1, a take-home self-examination is given for study purposes and will be discussed in class. The schedule shown is approximate.

1. Introduction to the course. (approximately the first week of the course) The nature and extent of Communication Studies. Relationship of this field to other academic fields.
2. Perception and Language. Because the general concepts of "language" underlie all human communication it needs to be studied first. The nature of "perception" and its relationship to language. The "epistemologic question": (How do we "know" what exists in order to communicate it?) The "Symbolic Process" and semantics. Non-verbal communication. "Frames of Reference" and relativity as applied to communication.
3. Traditional "Rhetoric and Public Address". Because human communication is so complex, it is easier to start analyzing it by examining the "speaker-audience" relationship and learning the relatively simple manipulative techniques used by speakers. The Classical approach to persuasion. The classification of speeches. Ethos, Logos, and Pathos as tools of persuasion. Persuasive wording. The effect of organization. Propaganda. Political rhetoric. Valid and invalid reasoning. Case studies.
4. "Face to Face" Communication. Interpersonal, informal communication. Conversation. Job interviews. Small Group communication. Organizational Communication. "Networking."
5. The Mass Media. The unique features of a "mediated context". How media affects perception. The theories of McLuhan. Uses-Gratification theory. The constraints imposed by a medium and the opportunities created by its use.

Assignment:

1. Each student is to attend approximately forty-five class lectures.
2. Each student is to read selected sections from the texts for the course. Reading assignments average twenty pages a week of relatively difficult communications theory.
3. Each student is to visit selected sites in Sonoma County to observe the effects of space and background on communication.
4. Each student is to monitor such current events as are incorporated into the course each semester.

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.

Essay exams

Writing
30 - 40%

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

Exams

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, Matching items, Completion

Exams
60 - 70%

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

None

Other Category
0 - 0%

Representative Textbooks and Materials:

Littlejohn, Stephen. "Theories of Human Communication"

Golden, Berquist, & Coleman. "The Rhetoric of Western Thought"

Griffen. "A First Look at Communication Theory"