

**COMM 10 Course Outline as of Fall 2021****CATALOG INFORMATION**

Dept and Nbr: COMM 10 Title: INTRO COMM THEORY

Full Title: Introduction to Communication Theory

Last Reviewed: 4/14/2025

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:**

<b>AS Degree:</b>	<b>Area</b>		Effective:	Inactive:
	D	Social and Behavioral Sciences	Fall 1981	
<b>CSU GE:</b>	<b>Transfer Area</b>		Effective:	Inactive:
	D	Social Science	Fall 1981	
	D1	Anthropology and Archeology		
	D4	Gender Studies		
<b>IGETC:</b>	<b>Transfer Area</b>		Effective:	Inactive:
	4	Social and Behavioral Science	Fall 1981	
	4J	Sociology and Criminology		
<b>CSU Transfer:</b>	Transferable	Effective:	Fall 1981	Inactive:
<b>UC Transfer:</b>	Transferable	Effective:	Fall 1981	Inactive:
<b>CID:</b>				
CID Descriptor:	COMM 180	Introduction to Communication Studies or Introduction to Communication		
SRJC Equivalent Course(s):	COMM10			

**Certificate/Major Applicable:**

Both Certificate and Major Applicable

**COURSE CONTENT**

**Student Learning Outcomes:**

At the conclusion of this course, the student should be able to:

1. Diagram and define key elements of communication models while applying them to communication situations.
2. Identify and analyze theories that pertain to a variety of communication contexts i.e. intrapersonal, interpersonal, public group, organizational, cultural and mass communication.
3. Utilize a communication theory to describe, explain, or predict human interaction and/or behavior.

**Objectives:**

At the conclusion of this course, the student should be able to:

1. Compare and contrast competing models of communication
2. Diagram and define the basic elements of communication models
3. Identify, explain and contrast the Seven Traditional Fields of Communication
4. Identify, explain and contrast the Seven Contexts of Communication
5. Define “theory” and explain its goals
6. Compare and contrast different approaches to communication research
7. Explain, apply and critique a variety of communication theories drawn from a variety of communication contexts

**Topics and Scope:**

- I. Introduction to the Course
  - A. Defining communication
    1. Intentional versus unintentional perspectives
    2. Sender versus receiver perspectives
    3. Symbolic versus non-symbolic perspectives
  - B. Models of Communication

1. Linear
  2. Interactional
  3. Transactional
- C. Components of Models of Communication
1. Sender
  2. Receiver
  3. Message
  4. Channel
  5. Encoding
  6. Decoding
  7. Noise
  8. Context
  9. Feedback
  10. Frames of Reference
- II. The Seven Traditions of the Communication Field
- A. Cybernetic
  - B. Rhetorical
  - C. Semiotic
  - D. Phenomenological
  - E. Socio-Psychological
  - F. Socio-Cultural
  - G. Critical
- III. The Seven Contexts of the Communication Field
- A. Intrapersonal
  - B. Interpersonal
  - C. Group
  - D. Organizational
  - E. Public/Rhetorical
  - F. Mass Media
  - G. Cultural
- IV. Theory
- A. Definition
  - B. Approaches
    1. Covering Laws
    2. Rules
    3. Systems
  - C. Goals
    1. Explanation
    2. Understanding
    3. Prediction
    4. Social change
  - D. Evaluation
    1. Scope
    2. Logical Consistency
    3. Parsimony
    4. Utility
    5. Testability
    6. Heurism
    7. Test of Time
- V. Research
- A. The Scientific Method
  - B. Quantitative

- C. Qualitative
- D. Methodologies
  - 1. Experiments
  - 2. Surveys
  - 3. Interviews
  - 4. Content Analysis
- VI. Representative Communication Theories
  - A. Intrapersonal and the self in communication
    - 1. Symbolic Interactionism
    - 2. General Semantics
    - 3. Coordinated Management of Meaning
    - 4. Cognitive Dissonance
    - 5. Expectancy Violation
    - 6. Fundamental Interpersonal Relations Orientation (FIRO)
  - B. Interpersonal
    - 1. Uncertainty Reduction
    - 2. Predicated Outcome Value
    - 3. Social Exchange
    - 4. Social Penetration
    - 5. Relational Dialectics
    - 6. Constructivism
    - 7. Proxemics
    - 8. Attribution
    - 9. Interactional
  - C. Public
    - 1. The Rhetoric
    - 2. Dramatism
    - 3. Narrative Paradigm
    - 4. Dramaturgy
    - 5. Toulmin's Nature of Argument
  - D. Groups
    - 1. Groupthink
    - 2. Structuration
    - 3. Leadership Styles
  - E. Organizational
    - 1. Organizational Culture
    - 2. Organizational Information
    - 3. Information Systems
  - F. Cultural
    - 1. Face-Negotiation
    - 2. Muted Group
    - 3. Feminist Standpoint
    - 4. Genderlect Styles
    - 5. Cultivation
    - 6. High and Low Contexts
  - G. Media
    - 1. Agenda Setting
    - 2. Spiral of Silence
    - 3. Uses and Gratification
    - 4. Media Ecology
    - 5. Social Learning

## Assignment:

1. Regular reading assignments from course texts and supplementary materials (20-25 pages/week)
2. Exams covering assigned materials (2 - 20)
3. Homework assignments covering material from the textbook or class discussions and lectures
4. Writing assignments may include journals, short response papers, term papers, group papers, etc. a minimum of 500 words
5. Optional: skills demonstrations may consist of group presentations, student created videos, in-class skits, etc. explaining and demonstrating a particular communication theory

## 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.

All skill-based and physical demonstrations used for assessment purposes including skill performance exams

Skill Demonstrations  
0 - 25%

**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, homework and attendance

Other Category  
0 - 30%

## Representative Textbooks and Materials:

A First Look at Communication Theory. 10 ed. Griffin, Em and Ledbetter, Andrew and Sparks, Glenn. McGraw-Hill Education. 2019

Introducing Communication Theory. 6th ed. West, Richard and Turner, Lynn. McGraw Hill. 2018

Contemporary Communication Theory. 2nd ed. Infante, Dominic and Rancer, Andrew and

Avtgis, Theodore. Kendall Hunt. 2017

Human Communication in Society. 4th ed. Alberts, Jess and Nakayama, Thomas and Martin, Judith. Pearson Education. 2015

The Rhetoric of Western Thought: From the Mediterranean World to the Global Setting. 10th ed. Golden, James and Berquist, Goodwin and Coleman, William. Kendall/Hunt. 2011 (classic)