

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:

<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**

### **Outcomes and Objectives:**

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

1. Compare and contrast the Humanistic and the Social Scientific approaches to study human communication
2. Critique competing definitions of "communication" including: the rationales to justify a particular definition and the implications of choosing one definition over another
3. Diagram different models of communication while also explaining how each model views communication differently.
4. Analyze Classical Greek and Roman contributions to communication theory.
5. Compare and contrast characteristics and theories of verbal communication.
6. Compare and contrast characteristics and theories of nonverbal communication.
7. Compare and contrast communication dynamics from a multicultural perspectives.
8. Compare and contrast communication dynamics from a gender perspective.
9. Analyze the relationship between communication and social, economic and political institutions.
10. List, define and explain the different characteristics and theories pertinent to various types of face-to-face communication.
11. 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 non-verbal 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