

DEREE COLLEGE SYLLABUS FOR: CN 3421 COMMUNICATION THEORIES

(Previously CN 3521 Communication Theories)

US CREDITS: 3/0/3

(Updated: Fall 2020)

**UK LEVEL: 5
UK CREDITS: 15**

PREREQUISITES:

WP 1010 Introduction to Academic Writing
WP 1111 Integrated Academic Writing and Ethics
WP 1212 Academic Writing and Research
CN 2301 Foundations of Contemporary Media

CATALOG DESCRIPTION:

The basic theoretical paradigms of mass communication. Examination of the history and development of models in communication research and the context in which theories emerged. Exploration of approaches used to understand the influence of mass communication.

RATIONALE:

Students will gain a deeper understanding of the key concepts and theoretical approaches to the study of mass communication including media effects, agenda setting, propaganda and mass society theory.

LEARNING OUTCOMES:

- As a result of taking this course, the student should be able to:
1. Demonstrate knowledge and understanding of the major communication theories and key concepts relevant to the field of communication.
 2. Demonstrate awareness of the diversity of approaches to understanding communication, media and culture in both historical and contemporary contexts, and of the uses and significance of those approaches.
 3. Demonstrate understanding of the dynamics of media discourses in the shaping of culture and social attitudes.
 4. Select and apply arguments and positions related to media theory to examine a contemporary issue or phenomenon in concerning the mass media
 5. Demonstrate knowledge of the regulatory frameworks that affect media and cultural production and consumption.

METHOD OF TEACHING AND LEARNING:

- In congruence with the teaching and learning strategy of the college, the following tools are used:
- Classes consist of lectures and class discussions.
 - Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions about their own original articles and go over lecture material
 - Use of a Blackboard site, where instructors post lecture notes, journal articles, assignment instructions, announcements and additional resources.

ASSESSMENT:

Summative:	
First assessment: Essay (2,300-2,500 words)	40
Second assessment: Final exam (2 hours): choice of questions	60
Formative:	
In class tests	0
The formative assessments prepare students for the second assessment (final exam).	
The first assessment (essay) tests learning outcome 4	

	<p>The second assessment (final examination) tests learning outcomes 1, 2, 3, and 5.</p> <p>Students are required to resit failed assessments in this module.</p>
INDICATIVE READING:	<p>REQUIRED READING: Baran, Stanley., Davis, Dennis. Mass Mass Communication Theory - Foundations, Ferment, and Future Cengage Learning, 2014</p> <p>RECOMMENDED READING: Severin, Werner, and Tankard, James. Communication Theories: Origins, Methods and Uses in the Mass Media.Wadsworth Publishing, 2009</p> <p>McQuail, Denis. McQuail's Mass Communication Theory: An Introduction Sage Publications, 2010.</p>
INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)	<p>REQUIRED MATERIAL: International Journal of Communication</p> <p>RECOMMENDED MATERIAL: Critical Studies in Media Communication Journalism and Mass Communication Quarterly</p>
COMMUNICATION REQUIREMENTS:	All papers using good English
SOFTWARE REQUIREMENTS:	Word
WWW RESOURCES:	<p>https://ijoc.org/index.php/ijoc https://www.tandfonline.com/toc/rcst20/current https://onlinelibrary.wiley.com/loi/14602466 https://academic.oup.com/joc</p>
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. Introduction to Communication Theory <ol style="list-style-type: none"> 1.1 Defining the Field: Communication, Mass Communication, Mass Media 1.2 The characteristics of mass communication 1.3 The role of theory 1.4 The goals of mass communication theory 1.5 Alternative Traditions of Theoretical Analysis 1.6 Mass Society Theory 2. Models of Mass Communication <ol style="list-style-type: none"> 2.1 Shannon and Weaver's Mathematical Theory of Communication 2.2 Lasswell's model 3. Theories of Perception <ol style="list-style-type: none"> 3.1 Definitions of Perception 3.2 Why do mass communicators want audiences to pay attention to their messages? 3.3 Structural and Functional influences on perception 3.4 Selective perception, selective exposure, selective attention, selective retention. 4. Theories of Persuasion <ol style="list-style-type: none"> 4.1 Definitions: attitudes and beliefs 4.2 The concept and components of an attitude

4.3 Inter-attitudinal and intra-attitudinal structures

4.4 The history of attitude change research

5. Theories of Propaganda

5.1 Origins/history of propaganda

5.2 Definitions of propaganda

5.3 The objectives of propaganda

5.4 The techniques of propaganda

5.5 Video: *The Eternal Jew* (1940)

6. Communication and Culture

6.1 The Frankfurt School

6.2 Political Economy Theory

6.3 The Cultural Studies Approach

6.4 The Debate between Cultural Studies and Political Economy Theorists

7. Media Effects

7.1 Magic Bullet theory/Hypodermic Needle theory

7.2 The limited effects model: Klapper's generalisations

7.3 Interpersonal Communication: Two Step Flow theory

7.4 Cultivation Theory

8. Approaches to Audiences

8.1 Uses and Gratifications theory

8.2 Development of Reception Studies: Decoding and Sense-Making

8.3 The Active Audience Revisited

9. Agenda Setting Theory

9.1 Agenda Setting

9.2 Framing Theory

9.3 Agenda Building

9.4 The Spiral of Silence

10. Four Theories of the Press

10.1 Authoritarian

10.2 Libertarian

10.3 Social Responsibility

10.4 Soviet-Totalitarian

11. Media Globalization

11.1 Ownership and Control

11.2 Technology and Culture

12. The Future of Media Theory And Research

12.1 New Media Theory and Research: Challenges and Findings

12.2 Internet Addiction, Depression, Distraction, and Atomization

12.3 Computer-Mediated Communication

12.4 A New Media Literacy

REVISED Bloom's Taxonomy Action Verbs

Definitions	I. Remembering	II. Understanding	III. Applying	IV. Analyzing	V. Evaluating	VI. Creating
Bloom's Definition	Exhibit memory of previously learned material by recalling facts, terms, basic concepts, and answers.	Demonstrate understanding of facts and ideas by organizing, comparing, translating, interpreting, giving descriptions, and stating main ideas.	Solve problems to new situations by applying acquired knowledge, facts, techniques and rules in a different way.	Examine and break information into parts by identifying motives or causes. Make inferences and find evidence to support generalizations.	Present and defend opinions by making judgments about information, validity of ideas, or quality of work based on a set of criteria.	Compile information together in a different way by combining elements in a new pattern or proposing alternative solutions.
Verbs	<ul style="list-style-type: none"> • Choose • Define • Find • How • Label • List • Match • Name • Omit • Recall • Relate • Select • Show • Spell • Tell • What • When • Where • Which • Who • Why 	<ul style="list-style-type: none"> • Classify • Compare • Contrast • Demonstrate • Explain • Extend • Illustrate • Infer • Interpret • Outline • Relate • Rephrase • Show • Summarize • Translate 	<ul style="list-style-type: none"> • Apply • Build • Choose • Construct • Develop • Experiment with • Identify • Interview • Make use of • Model • Organize • Plan • Select • Solve • Utilize 	<ul style="list-style-type: none"> • Analyze • Assume • Categorize • Classify • Compare • Conclusion • Contrast • Discover • Dissect • Distinguish • Divide • Examine • Function • Inference • Inspect • List • Motive • Relationships • Simplify • Survey • Take part in • Test for • Theme 	<ul style="list-style-type: none"> • Agree • Appraise • Assess • Award • Choose • Compare • Conclude • Criteria • Criticize • Decide • Deduct • Defend • Determine • Disprove • Estimate • Evaluate • Explain • Importance • Influence • Interpret • Judge • Justify • Mark • Measure • Opinion • Perceive • Prioritize • Prove • Rate • Recommend • Rule on • Select • Support • Value 	<ul style="list-style-type: none"> • Adapt • Build • Change • Choose • Combine • Compile • Compose • Construct • Create • Delete • Design • Develop • Discuss • Elaborate • Estimate • Formulate • Happen • Imagine • Improve • Invent • Make up • Maximize • Minimize • Modify • Original • Originate • Plan • Predict • Propose • Solution • Solve • Suppose • Test • Theory