

DEREE COLLEGE SYLLABUS FOR: CN 3421 COMMUNICATION THEORIES	
<div> <div>Instruction hours/lab hours/ US Credits: 3/0/3</div> <div>UK LEVEL: 5</div> <div>UK CREDITS: 15</div> </div> (Updated: Fall 2025)	
PREREQUISITES:	WP 1010 Introduction to Academic Writing WP 1111 Integrated Academic Writing and Ethics WP 1212 Academic Writing and Research CN 2001 Foundations of Contemporary Media
CATALOG DESCRIPTION:	A comprehensive exploration of media and communication theories and concepts, spanning from classical to contemporary perspectives. Students will cultivate critical thinking skills essential for navigating the complexities of media in today's digital age.
RATIONALE:	The course is designed to cultivate a robust understanding of major theories and concepts in media and communications, including foundational and contemporary perspectives. By contextualising theoretical concepts within real-world examples, students will develop the ability to identify and evaluate the relevance of media theories in addressing pressing social, political, and cultural issues in which the media are implicated.
LEARNING OUTCOMES:	As a result of taking this course, the student should be able to: <ol style="list-style-type: none"> 1. Demonstrate a comprehensive understanding of key media theories and concepts, ranging from traditional media theories to contemporary perspectives. 2. Understand the differences between the various communication models and media theories and assess their strengths and limitations. 3. Draw on concepts and theories in order to understand the mediated construction of social reality, and analyse contemporary media-related phenomena, problems, and dilemmas. 4. Develop critical thinking skills by using the media theories in order to reflect on questions of media power and governance, cultural representation, commodification and identity, among others.
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: <ul style="list-style-type: none"> • 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:	<p>Summative:</p> <table border="1"> <tr> <td>First assessment: Essay (2,300-2,500 words)</td><td>40</td></tr> <tr> <td>Final assessment: Examination; 2 hours; choice of questions</td><td>60</td></tr> </table> <p>Formative:</p> <table border="1"> <tr> <td>In class tests</td><td>0</td></tr> </table> <p>The formative assessments prepare students for the second assessment (final exam).</p> <p>The first assessment (essay) tests all LOs The second assessment (final examination) tests LOs 1 and 2.</p> <p>The final grade for this module will be determined by averaging all summative assessment grades, based on the predetermined weights for each assessment. If students pass the comprehensive assessment that tests all Learning Outcomes for this module and the average grade for the module is 40 or higher, students are not required to resit any failed assessments.</p>	First assessment: Essay (2,300-2,500 words)	40	Final assessment: Examination; 2 hours; choice of questions	60	In class tests	0
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Final assessment: Examination; 2 hours; choice of questions	60						
In class tests	0						
INDICATIVE READING:	<p>REQUIRED READING:</p> <p>McQuail, D., & Windahl, S. (2015). Communication models for the study of mass communications. Routledge.</p> <p>RECOMMENDED READING:</p> <p>DeFleur, M. L., & DeFleur, M. H. (2016). Mass communication theories: Explaining origins, processes, and effects. Routledge. Bryant, J., & Oliver, M. B. (Eds.). (2009). Media effects: Advances in theory and research. Routledge. Fortner, R. S., & Fackler, P. M. (Eds.). (2014). The handbook of media and mass communication theory. John Wiley & Sons McQuail, Denis (2010). McQuail's Mass Communication Theory: An Introduction Sage Publications.</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:	Blackboard and an active ACG email account. High standards of oral and written English for all assignments						
SOFTWARE REQUIREMENTS:	Blackboard CMS; MSOffice						

WWW RESOURCES:	https://ijoc.org/index.php/ijoc https://www.tandfonline.com/toc/rcst20/current https://onlinelibrary.wiley.com/loi/14602466 https://academic.oup.com/joc
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. Powerful media (magic bullet, mass society theory) 2. The culture industry (Adorno and Horkheimer) 3. Models of communication (Lasswell, Shannon and Weaver, Westley and MacLean) 4. Limited effects, two-step flow theory 5. Uses and gratifications (Elihu Katz, Jay Blumler, and Michael Gurevitch) 6. Agenda setting (McCombs and Shaw) 7. Cultivation theory (Gerbner) 8. Spiral of silence (Noelle Neumann) 9. Moral panics (Cohen) 10. Hall's encoding/decoding 11. Globalisation and identity (Castells) 12. Convergence (Jenkins) 13. Networked self (boyd) 14. Affective publics (Papacharissi) 15. Datafication (Srnicek) 16. Connectivity (van Dijck) 17. Surveillance (Zuboff) 18. Mediatization (Hjarvard, Hepp)