

## Master Syllabus

### COM 2220 - Introduction to Communication Theory

**Division:** Liberal Arts, Communication and Social Sciences

**Department:** Communication

**Credit Hour Total:** 3.0

**Lecture Hrs:** 3.0

**Prerequisite(s):** DEV 0035

**Other Prerequisite(s):** OR Other Any other college level English course

**Date Revised:** April 2015

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#### Course Description:

Examination of major foundational theories that inform the field of communication. Special emphasis on communication theories that examine the self and the message, relationship development, groups and organizations, the public and the media, as well as culture and diversity.

#### General Education Outcomes:

- ▣ Oral Communication Competency
- ▣ Written Communication Competency
- ▣ Critical Thinking/Problem Solving Competency

#### Course Outcomes:

##### Major theorists

Identify major theorists and their theories in the field of communication.

**Assessment Method:** Performance appraisals

**Performance Criteria:**

70% of items answered correctly

##### Application to contexts

Critically apply communication theories to a variety of contexts.

**Assessment Method:** Performance appraisals

**Performance Criteria:**

70% of items answered correctly

##### Communication Process

Demonstrate an understanding of the elements of the communication process and the requisite skill for becoming effective communicators in a variety of contexts.

**Assessment Method:** Performance appraisals

**Performance Criteria:**

70% of items answered correctly

##### Foundation of theory

Demonstrate understanding of the foundation of communication theory in preparation for advanced study.

**Assessment Method:** Performance appraisals

**Performance Criteria:**

70% of items answered correctly

##### Basic concepts

Define and explain the basic terms, principles, and theories of interpersonal, group, organizational, intercultural, public and/or media communication.

**Assessment Method:** Performance appraisals

**Performance Criteria:**

70% of items answered correctly

#### Outline:

Field of communication  
Theory and theory development  
Role of the individual in the communication process  
Theoretical foundations of interpersonal communication  
Theoretical foundations of group and organizational communication  
Theoretical foundations of public communication  
Communication theoretical foundations of media and audience  
Theoretical foundations of culture and diversity in communication