

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

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