

COMMUNICATION ARTS 101

INTRODUCTION TO COMMUNICATION THEORIES

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(schedule is posted at the Humanities Department Faculty Office)

Description: Communication Arts 101 or “Introduction to Communication Theories” is a three-unit course that involves the study of principles, concepts, and theories of language and communication. It emphasizes the learning, analysis, and applications of communication models/paradigms and theories.

Objectives: By the end of the semester, students should be able to:

- Articulate during class discussions the principles, concepts, and theories involved in language and communication
- Apply these critical principles, concepts, and methods and techniques in analyzing communication acts
- Demonstrate skills in analyzing various language and communication phenomena
- Demonstrate skills in conceptualizing communication models appropriate to several communicative situations

Instructional Format: The course, while classified as a lecture class, will also involve students’ generating ideas for further exploration and for the production of papers. Class sessions will begin with either a lecture/discussion (based on the assigned readings and organized around particular units).

Schedule of Topics: The class meets twice a week, for one and a half hours per session, over a sixteen-week period. Please see below for the schedule of discussion topics and/or activities:

Day 1: Orientation to the course

Day 2: Nature of communication

- Day 3:* Overview of communication theory
- Day 4:* Evaluation/critique of communication theories
- Day 5:* Symbolic Interactionism and Coordinated Management of Meaning
- Day 6:* Expectancy Violations Theory
- Day 7:* Social Penetration Theory and Uncertainty Reduction Theory
- Day 8:* Social Information Processing Theory
- Day 9:* Relational Dialectics and Interactional View
- Day 10:* Constructivism
- Day 11:* Social Judgment Theory
- Day 12:* Elaboration Likelihood Model, Cognitive Dissonance, Buber, and Nilsen
- Day 13:* Functional Perspective on Group Decision Making
- Day 14:* Adaptive Structuration Theory
- Day 15:* Information Systems Approach
- Day 16:* Cultural Approach to Organizations
- Day 17:* Critical Theory of Communication Approach to Organizations
- Day 18:* Midterm Examinations (and submission of research paper proposals)
- Day 19:* Rhetoric
- Day 20:* Dramatism
- Day 21:* Narrative Paradigm, Aristotle and West
- Day 22:* Semiotics
- Day 23:* Media Ecology
- Day 24:* Cultural Studies
- Day 25:* Cultivation Theory
- Day 26:* Agenda-Setting Theory
- Day 27:* Spiral of Silence, Habermas, and Christians
- Day 28:* Anxiety/Uncertainty Management and Face-Negotiation Theory
- Day 29:* Speech Codes Theory
- Day 30:* Genderlects Styles and Standpoint Theory
- Day 31:* Muted Group Theory, Benhabib, and Gilligan
- Day 32:* Integration (final research papers are also due on this day)
- Final Examination Period***

Attendance: Since Comm. Arts 101 involves intensive discussions/activities, students should come to class prepared for the scheduled discussion and/or activity. Students must also refrain from missing classes and scheduled activities. Students may refer to the University's Student Manual regarding policies on absences and their corresponding penalties. Attendance

and participation in class discussions and activities will make up 30% of students' final grades.

References: To prepare for lectures/discussions/activities, students may access the following sources found at the University Library or access other sources on the Internet.

Griffin, Em. *A First Look at Communication Theory*. 6th ed. Boston, MA: McGraw Hill, 2006.

Littlejohn, Stephen W. *Theories of Human Communication*. 4th & 5th eds. Belmont, CA: Wadsworth, 1992, 1996.

West, Richard, and Lynn H. Turner. *Introducing Communication Theory: Analysis and Application*. Mountain View, CA: Mayfield Publishing Co., 2000.

Wood, Julia T. *Communication Theories in Action*. Belmont, CA: Wadsworth, 1997.

Requirements: Aside from class participation, students will undergo Midterm and Final Examinations (see schedule above). Scores from the two examinations make up 30% of students' final grades.

Students will also submit (see schedule above for due dates) individual final research papers that analyze a communication act or situation. The research papers should show students' abilities to apply appropriately a communication paradigm or model or theory to analyze comprehensively their chosen communication act/situation for study. Students' final research papers make up for 40% of their final grades.

Late Submissions: Research proposals and final research papers submitted beyond the deadline will be marked one grade level down for each calendar day it is late. For example, a proposal/paper rated 2.0 gets a lower mark of 2.25 if handed in one day late (Saturdays, Sundays, and Mondays included).

Plagiarism/Intellectual Dishonesty: Students commit plagiarism when they present as their own someone else's work or ideas. Proposals/papers suspected of plagiarism will be returned to students for revision. Repeated offenses will result in, depending on the gravity of the case: (1) a failing mark for the activity, (2) a failing mark for the course, (3) possible expulsion of students concerned (University policies will apply for the latter case).

The rule for late submission will apply for plagiarized proposals/papers returned for revision. Other forms of intellectual dishonesty like cheating during examinations will not be tolerated.

Grading: Marks will be computed using the following formula:

$$\text{Student's score (50) / highest possible score} + 50 = \text{Grade}$$

To arrive at a particular rating, students may get their individual raw score and multiply it by 50 (the transmutation base). They then divide the product by the highest possible score, and add 50 to the quotient. The grade arrived at is equivalent to the University's rating scale as shown below:

98-100	→	1.0	→	Excellent
95-97	→	1.25		
92-94	→	1.50	→	Very Good
89-91	→	1.75		
86-88	→	2.0	→	Good
83-85	→	2.25		
80-82	→	2.50	→	Satisfactory
77-79	→	2.75		
74-76	→	3.0	→	Passing
71-73	→	4.0	→	Conditional Failure
00-70	→	5.0	→	Failure

A student's rating for every activity/output will be computed according to its corresponding percentage of the final grade: class participation (30%); midterm and final examinations (30%); and the final research paper (40%).

