2010-2011

كليـــان التقنيـة العليـا
HIGHER COLLEGES OF TECHNOLOGY

Curriculum Management System (CMS)

Course Outline 2010-2011 - APPROVED

Course Name:	Communications Theory
Course Code:	COMA N402
Credits:	4
Grading Mode(s):	N - Normal Grading Mode - Default
Total Periods (semester based):	64

Course Notes:

No specific course notes

Course Description:

This course introduces students to various communication theories and how they relate to society and culture. The emphasis is on concepts, meanings, effects and impacts of diverse forms of mass communication within contemporary societies. The course covers the nature of theory and scientific research methods, communication theories and models, media content, and the communication process. It also includes social-psychological approaches on the theories of persuasion and mass media effects, as well as the issue of media ownership. Students write research reports and essays in APA style in a blended class and online environment.

Prerequisite Course(s):   No prerequisite courses specified

Corequisite Course(s):   No corequisite courses specified

Learning Outcomes - *A learning outcome signifies what a student knows or can do on successful completion of the intended learning. Course writers are encouraged to use a variety of learning outcome statement types.*

Sub Learning Outcome or Assessment Criteria is a brief list of criteria that would guide teachers in helping students achieve each learning outcome.

On successful completion of this course, students will be able to:

Learning Outcome (01)

Apply a variety of mass communication theories, using a variety of resources

> *Sub-outcome 01:* Describe the use of mass communication theory in terms of prediction, and control of mass communication.

> *Sub-outcome 02:* Assess trends in media theory from powerful effects model to specific theories

of media effects.

Sub-outcome 03 : Apply the communication theories focusing on major theoretical concepts of new media environments (internet, SMS, etc).

Learning Outcome (02)

Critically analyze media content and understand the effect they have on individuals and society.

Sub-outcome 01: Analyze and discuss media content from a macro perspective including Media ownership and normative theory.

Sub-outcome 02: Analyze and discuss how the communicated messages are processed.

Sub-outcome 03: Discuss problems in encoding generated by misuse of language in the communication process.

Sub-outcome 04: Explain how mass media messages can be put together with certain strategies using devices of propaganda and persuasion.

Sub-outcome 05 : Analyze and explain the process of perception and the factors that affect it.

Learning Outcome (03)

Analyze and explain how communication theory is related to media professional practice.

Sub-outcome 01: Generate complex and meaningful ideas for media projects that reflect the pragmatic value of communication theories.

Sub-outcome 02: Analyze and explain the elements of communication theory that affect a professional working within a media organization.

Sub-outcome 03 : Demonstrate relevant communication theories to get a message across to the targeted audience with the desired result.

Learning Domains
A blank table indicates that this course outline has not yet been mapped to any Learning Domains.

Learning Outcome #	Mapped Learning Domains

Graduate Outcomes
A blank table indicates that this course outline has not yet been mapped to any Graduate Outcomes.

Graduate Outcome #	Learning Outcomes #

Teaching, Learning and Assessment Strategies:

The teaching and learning strategies for the delivery of courses are the decision of the college and the instructor delivering the course. However, the following teaching and learning strategies are recommended.

The course teaching learning strategy is based on introducing communication theories in a tangible way. Particular emphasis will be on theories of strong pragmatic value and clear applicability to communication practitioners. Through seminars, independent readings, in class discussion and assignments, online forums and research work, students will explore real-world case studies that demonstrate the application of theory in a variety of professional settings.

Students will be evaluated on their active participation in discussions in class and online, on a theory review essay, on a media analysis paper and on interactive presentations. In their oral and written assignments, students should demonstrate a basic understanding of the course materials and relate it to their own fields of interest.

Assessment Activities:

The assessment activities for courses, other than KCAs, are the decision of the college and the instructor delivering the course. However, the following assessment activities are recommended.

In class assignments - case study analysis 30% (3 X 10%)
Students will choose an event, a problem or an issue that was/ is given media coverage and choose a theory they believe applies particularly well.
They will evaluate the theory and predict the effects and success of media coverage on consumers.
Written report 20%
Oral Presentation 20%
Students will present their media analysis paper and will lead interactive discussions with their classmates. They should develop deep understanding of the theory and its applicability, criticize the theory and raise questions about its validity. Also, they should be ready to answer their classmates and instructor questions.

Class participation 10%
Online forum participation 10%
Professional practice 10%

E-Learning Resources:

NetG Course 45101 - Advanced Interpersonal Communication: Building Relationships
NetG Course 45103 - Advanced Interpersonal Communication: Communicating to Build a Positive Cu
NetG Course 45102 - Advanced Interpersonal Communication: Communicating with Co-Workers
NetG Course 45252 - Business Etiquette: Communicating in Today's Workplace
NetG Course 45107 - Business Writing - The Fundamentals
NetG Course 45108 - Business Writing - Writing Effective Proposals NetG Course 45223 - Cross-Cultural Business Communication: Addressing Cross-Cultural Business
NetG Course 43003 - Creativity and Innovation: Thinking Creatively
NetG Course 43031- Creativity and Innovation: Increasing Personal Creativity
NetG Course 43032 - Creativity and Innovation: Fostering a Creative Environment
NetG Course 43033 - Creativity and Innovation: Promoting Team Creativity
NetG Course 45222 - Cross-Cultural Business Communication: Developing Cross-Cultural Communica
NetG Course 45221 - Cross-Cultural Business Communication: Understanding Cultural Differences
NetG Course 46001 - Decision Making and Problem Solving: Decision Making Fundamentals
NetG Course 46006 - Decision Making and Problem Solving: Problem Solving Fundamentals

NetG Course 45016 - Effective Presentations: The Presentation Process
NetG Course 45015 - Effective Presentations: Planning a Presentation
NetG Course 45017 - Effective Presentations: Essentials of Persuasion
NetG Course 41006 - Essentials of Management: Negotiation Skills
NetG Course 45105 - Grammar Skills - Writing Effectively
NetG Course 45002 - Interpersonal Communication: Effective Communication
NetG Course 45003 - Interpersonal Communication: Listening Skills
NetG Course 44003 - Interpersonal Communication: Telephone Skills

Student Learning Resources (1 copy per student)**:**

Werner, Severin/ Tankard, J.. Communication theories : origins, methods and uses in the mass media. 5th Rev. Intl. ed.. Pearson Education. 2009. ISBN: 9780205727261.

Instructor Text (in Library - may be checked out by instructor)**:**

No instructor text specified

Supplemental Resources (in Library - may be checked out)**:**

Rough, William. Arab mass media : newspapers, radio, and television in Arab politics. Westport. 2004. ISBN: 0275982122.

Gurevitch, Michael/ et al.. Culture, society, and the media. Routledge. 1994. ISBN: 0415027896.

Siebert, Fredrick. Four theories of the press. University of Illinois Press. 1963. ISBN: 9780252724213.

Achbar, Mark. Manufacturing consent : noam chomsky and the media. DIANE Publishing Company. 2004. ISBN: 9780756791100.

Herman, Edward/ Chomsky, Noam. Manufacturing consent : the political economy of the mass media. Knopf Publishing Group. 2002. ISBN: 9780375714498.

McQuail, Denis. McQuails mass communication theory : an introduction. 4th ed.. Sage Publications. 2000. ISBN: 0761965475.

Stewart/ Lavelle/ Kowaltzke. Media and meaning : an introduction. British Film Institute. 2001. ISBN: 0851708439.

Dennis, Everette/ Merrill John. Media debates : great issues for the digital age. 4th ed.. Wadsworth Publishing. 2005. ISBN: 9780495001812.

Biagi. Media/Impact : an introduction to mass media With infotrac. 8th ed.. Wadsworth Publishing. 2006. ISBN: 9780495050261.

Supplemental - Class Set (in Library- may be checked out):

No supplemental class set specified

Computer Software (master in Library):

No computer software specified

Facilities:

Standard Intenet connected Classroom

Equipment:

No equipment specified

Additional Useful Material:

No additional useful material specified

Appendices:

- HCT statement on the purposes of course outlines
- HCT guidelines on writing teaching, learning and assessment strategies