

Subject	Communication Theory 6 ECTS
Code	E000006177
Descriptor	<i>This subject provides for the conceptual basis needed to understand the true dimensions of various forms of communications. These will be further developed along the course of the Bachelor studies.</i>

Lecturer	Almudena González del Valle Brena Teacher's room. Cantoblanco B, 1 st floor <i>Tutorials are offered to all students upon previous citation (via email)</i>
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In this course students learn through a combination of in-class lectures, activities, and discussions, and individual reading, writing, and research that takes place outside the classroom. Class sessions focus on one or two main theories or topics related to communication (interpersonal, personal, social), using mass or new media, which are introduced in the readings. Students prepare for class by doing the assigned readings and submitting short responses to those readings prior to class. During class these concepts are further explicated and critiqued through interactive lectures, activities, and discussions. Students then practice applying the theories and concepts they have learned in a midterm and final exam, as well as a series of written exercises over the course of the semester, in which they demonstrate their growing command of the material and ability to use it with increasing independence to analyze communication issues and questions that interest them.

Contents
TOPIC 0: Course introduction, topics, readings, assessment
Topic 1: Concepts about communication theory; some traditions in the field –
MODULE I: INTERPERSONAL COMMUNICATION
Topic 2: Main theories and aspects in Interpersonal Communication; Verbal and non-Verbal Communication; Origins of Human Communication.

MODULE II: PUBLIC COMMUNICATION
Topic 3: Rhetoric, Dramatism and Narrative Paradigm
MODULE III: MASS COMMUNICATION
Topic 4: How have people studied mass communication over time? Mass communication theory
Topic 5: Early propaganda theory
Topic 6: Using social science to study communication- Methods
Topic 7: Limited effects theories and Methods (selectivity; two-step flow theory and methods applied: experiments, surveys, focus groups)
Topic 8: Uses and gratifications theories. Method: interviews
Topic 9: The rise of critical and cultural theories
Topic 10: The political economy of the media industries
Topic 11: Agenda setting and priming
Topic 12: Framing
Topic 13: The spiral of silence
Topic 14: Knowledge gap and cultivation theories
Topic 15: Theoretical approaches to understanding new media

SUMMARY – STUDENTS WORK HOURS

IN CLASS HOURS		
Teaching lessons - lectures	Practical lessons- exercise resolution	Group activities
30.00	15.00	15.00
OUT OF CLASS HOURS		
Individual and group assignments - personal study		
90.00		
ECTS: 6.00(150.00 HOURS)		

STUDENT EVALUATION CRITERIA

ACTIVITIES TO BE EVALUATED	WEIGHT
Group activities (see rubric and assessment criteria)	25%
Individual assignments (see rubric and assessment criteria)	20%
Active participation in class	5%
Final exam	50%

Activities to be evaluated	Evaluation Criteria	Weight
Written exam(including the possibility of a mid-term exam)	Demonstration of acquired knowledge Ability to relate concepts to have a general comprehension of the subject Clarity and concise exposition of ideas	55%
Written essay	Compliance with format and guidelines as established by instructor Structure, clarity and concise vocabulary Sources management and correct citation Critical analysis of information and sources Creativity Ability of public exposition of ideas	20%
Other evaluation exercises to be worked and resolved in class (individual or in group, public exposition or not)	Ability to associate concepts and sustain points of view as a result of their own learning processes	20 %
Attendance and active participation of student (answering questions about readings, one-minute papers, short tests, readings, viewing proposed videos etc., debates...)	Giving their own reasoned points of view, taking theoretical study and material revision as a basis. Degree of openness to other points of view and ability to modify the starting position. Ability to associate concepts and sustain points of view as a result of their own learning processes.	5%

BIBLIOGRAPHY AND OTHER USEFUL MATERIAL

BASIC BIBLIOGRAPHY
TEXT BOOKS Griffin, E. A., Ledbetter, A. and Sparks, G. (2015). <i>A first look at communication theory</i> . Boston: McGraw-Hill. (ebook available) Baran, K. Stanley J. and Davis, D. (2015). <i>Mass Communication Theory: Foundations, Ferment, and Future</i> . 7 th edition. Cengage Learning Tomasello, M. (2010). <i>Origins of human communication</i> . Massachusetts: MIT Press.

OTHER MONOGRAPHIC TEXTS

- Argyle, M. (1988). *Bodily Communication*. New York: Methuen.
- Dance, F. E. (1970). The "concept" of communication. *Journal of Communication*, 20(2), 201-210.
- Fiske, J. (2010). *Introduction to communication studies*. London & New York: Routledge.
- Fortner, R.S & Fackler, P.M. (2014). *The Handbook of Media and Mass Communication Theory*. Chichester, England: Wiley.
- Scannell, P. (2008). *Media and Communication*. London: Sage.
- Schutt, R.K. (1996). *Investigating the social world: the process and practice of research*. California: Thousand Oaks.

JOURNAL ARTICLES

- Chaffee, S., Berger, Ch. (1987). What Communications Scientists Do. In Berger, Ch., Chaffee, S. (eds.) (1987). *Handbook of Communication Science*. London: Sage, pp 99-122.
- Craig, R. T. (1999). Communication theory as a field. *Communication Theory*, 9, 119-161.
- Week 2 – Sept. 1: History of Communication
- Dance, F. E. (1970). The "concept" of communication. *Journal of Communication*, 20(2), 201-210.
- Ekman, P., & Friesen, W. V. (1969). The repertoire of nonverbal behavior: Categories, origins, usage, and coding. *Semiotica*, 1(1), 49-98.
- Lowery, S. A., & De Fleur, M. L. (1983). Developing frameworks for studying mass communication. *Milestones in mass communication research: Media effects* (pp. 1- 29). New York: Longman
- Newcomb, T. M. (1953). An approach to the study of communicative acts. *Psychological review*, 60(6), 393.
- Pearce, W. B. (2009). Communication and social construction: Claiming our birthright. *Socially constructing communication*, 33-56.
- Shannon, C. E. (1948). A mathematical theory of communication. *The Bell System Technical Journal*, 27, 379-423.

OTHER MATERIALS AND USEFUL LINKS

- CMM Institute for Personal and Social Evolution: <http://www.cmminstitute.net>
- Irwin Altman - Social Psychology Network: <http://altman.socialpsychology.org>
- Daniel Chandler, Semiotics for Beginners: <http://visual-memory.co.uk/daniel/Documents/S4B/sem02.html>
- John T. Cacioppo Website: <http://www.johncacioppo.com>
- Kenneth Burke Society and Journal: <http://www.kbjournal.org/>
- Official Home Page of Ernest Bormann: <http://www.vayne.com/bormann.us>
- Richard E. Petty Website: <http://www.psy.ohio-state.edu>
- Society for the Study of Symbolic Interactionism: <http://www.symbolicinteraction.org/>
- Spanish Women's Image Observatory:
<http://www.inmujer.gob.es/en/observatorios/observImg/home.htm>
- The Official Site for the Estate of Marshall McLuhan: <http://www.marshallmcluhan.com>
- Theories for Communication: <http://communicationtheory.org>