

CAPITAL COMMUNITY COLLEGE
COURSE OUTLINE
Foundations of Communication

SECTION I

SUBJECT AREA AND COURSE NUMBER: Communication Media: COM*110

COURSE TITLE: Foundations of Communication

CATALOG COURSE DESCRIPTION:

Introduction to theory and research in the major divisions of the field. This course introduces communication issues, traits, methodologies, and communication problem solving methods for a variety of contexts including the workplace, the community, the family, the mass media, journalism, public relations, and advertising.

LECTURE HOURS PER WEEK: 3

CREDIT HOURS: 3

PREREQUISITE: None

SECTION II

A. SCOPE: This course provides an introduction to the foundations of communication theory, communication research methods including methods of media analysis, and types and processes of communication in various settings.

B. REQUIRED WORK: Students will conduct both collaborative and independent research in the area of communication theory while engaging in problem-based skill applications in order to meet learning objectives.

C. ATTENDANCE AND PARTICIPATION: Students are expected to attend each class, arrive on time, and fully participate in the in-class learning process. (Specific instructor policies are included on the course syllabus.)

D. METHODS OF INSTRUCTION: Instructional methods may include but are not limited to: lecture, audiovisual presentation, internet-based information, and field study observation. Specific methods required to hone communication skills, and ways of meeting particular course objectives, are to be determined by the instructor.

E. COURSE OBJECTIVES, OUTCOMES, AND ASSESSMENT

To demonstrate an understanding of:	Students will:	As measured by:
An array of specific theories and concerns of research as related to message design and communication processes	a) Research, describe, and analyze samples of Experimental research, Textual analysis, and/or Ethnography research in the field of communication b) Engage in, analyze, and compare various forms and components of communication in order to solve problems	In-class discussions and exercises; written paper/report; oral presentation

Communication theory and basic research methods used in Social Science	a) Survey and document an array of specific theories and research findings concerned with the dynamics of human communication and related processes	Documented personal research inventory in the form of written, oral and/or visual evidence
Dynamics of interpersonal communication	a) Describe and analyze effectiveness of interpersonal communication in various instances b) Design and implement survey-based research using scientific methods	Written paper/report; oral presentation; in-class discussions and exercises
Dynamics of small group communication	a) Analyze case studies of communication in the small-group setting b) Describe and analyze effectiveness of small-group communication	Written paper/report; oral presentation; in-class discussions and exercises
Dynamics of organizational and mass communication	a) Analyze case studies of communication in the organizational setting b) Describe and analyze mass communication	Written paper/report; oral presentation; in-class discussions and exercises
Theory and social scientific method as a way of knowing	a) Explain the concepts of general and thematic theories currently in use, describe the similarities and differences among those concepts, and apply them to selected practical situations	Written paper/report; oral presentation; in-class discussions and exercises
Problems faced by practitioners and researchers in the field of communication (and the Social Sciences)	a) Use the language of communication theory in speaking and writing b) Write clearly and effectively about human communication, on paper and electronically. c) Relate theory to practice.	Written paper/report; oral presentation; in-class discussions
Oral communication techniques	a) Prepare and deliver oral presentations (as part of a project and/or as project status updates to the faculty advisor). b) Identify the advantages and disadvantages of various communication media and technology options.	Oral presentation to class, faculty and/or peer collaborators
Written communication techniques	a) Prepare clear, concise, and scholarly written reports which follow prescribed format according to assignment objectives.	Written paper/report

F. TEXTS AND MATERIALS: Materials may include portable media storage devices, mass media publications, professional journals, online news resources, textbooks, and research databases.

G. INFORMATION TECHNOLOGY: Technology may include audio-visual media, online learning management systems, and designing, editing, publishing, and presentation equipment.

This course is a basic Communication Theory course which completes the Communication Media degree program's course offerings which are designed to introduce students to the basic divisions of the extremely diverse field of Communication. Students who are undecided as to a specific career path in the field will benefit from learning the various theoretical approaches to studying and implementing effective Communication in various settings. As part of the required core courses in the degree program, this course expands students' overall Communication skills and allows the degree program to strengthen its focus on academic research and the forms of Communication which are not related specifically to the Broadcasting sector of the field. Through advisory board consultation, it was determined that this course should be offered in order to allow the Communication Media degree graduates maximum transferability options when pursuing enrollment in a Bachelor's degree program in Communication(s).