



**UNIVERSITI TEKNOLOGI MARA**

**COM158: INTRODUCTION TO COMMUNICATION THEORY**

<b>Course Name (English)</b>	INTRODUCTION TO COMMUNICATION THEORY <b>APPROVED</b>
<b>Course Code</b>	COM158
<b>MQF Credit</b>	3
<b>Course Description</b>	This course aims to introduce students to the functions, value and relevance of theories in the study of communication. Basic theories which shaped today's the media and communication discipline were discussed with attention to the diversity of approaches, concerns and assumptions developed by communication theorists. It helps students understand reasons communication own experience experiences and those of other communicator and media. This course also attempts to develop a good understanding and appreciation of the complex, multifaceted process of communication and how these communication theories can be applied in various communication perspectives.
<b>Transferable Skills</b>	1. Communication skills 2. Work ethic and analytical / Problem solving skills
<b>Teaching Methodologies</b>	Lectures, Discussion, Industrial Talk
<b>CLO</b>	CLO1 Explain communication theory concepts in communication and media perspectives CLO2 Demonstrate scientific communication theory components related to issues in communication and media industry CLO3 Report scientific communication theory components related to issues in communication and media content
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Overview of Communication Theories</b> 1.1) What is a theory? 1.2) What is communication? Definition, models, ethics and process	
<b>2. Talk about the theory</b> 2.1) Objective or interpretive 2.2) Ways of knowing 2.3) The purpose of theory	
<b>3. Evaluating the arguments</b> 3.1) What makes an objective theory good? 3.2) What makes an interpretive theory good? 3.3) Challenges and the common ground among theorist	
<b>4. The self and Messages</b> 4.1) Symbolic Interaction Theory 4.2) Expectancy Violations Theory	
<b>5. Relationship Development I</b> 5.1) Uncertainty Reduction Theory 5.2) Relational Dialectics	
<b>6. Relationship Development II</b> 6.1) Social Penetration Theory 6.2) Theory review	
<b>7. Relationship Development III</b> 7.1) Social Information Processing Theory 7.2) Theory review	

<p><b>8. Groups and Organisation1</b>  8.1) Symbolic Convergence Theory  8.2) Theory review</p>
<p><b>9. Groups and organization 2</b>  9.1) Cultural Approach to organizational  9.2) Theory review: "Members of organizations are sometimes silent and complicit-even unknowing-in the suppression of their ideas".</p>
<p><b>10. The Media 1</b>  10.1) Agenda Setting  10.2) Theory review: "Social networking sites encourage even the shyest of individuals to feel encouraged".</p>
<p><b>11. The Media 2</b>  11.1) Uses and Gratifications Theory  11.2) Cultivation Theory</p>
<p><b>12. The Media 3</b>  12.1) Media Ecology Theory  12.2) Theory review: "Technological innovations will continue to move societies  12.3) forward."</p>
<p><b>13. Culture and Diversity 1</b>  13.1) Face Negotiation Theory  13.2) Theory review: "How does one save face with such social networking websites as Facebook?"</p>
<p><b>14. Culture and Diversity 2</b>  14.1) Communication Accommodation Theory  14.2) Theory review: "Over and under accommodation can lead to  14.3) Miscommunication</p>

<b>Assessment Breakdown</b>	<b>%</b>
Continuous Assessment	100.00%

<b>Details of Continuous Assessment</b>	<b>Assessment Type</b>	<b>Assessment Description</b>	<b>% of Total Mark</b>	<b>CLO</b>
	Assignment	Assignment related scientific communication theory components related to issues in media content	20%	CLO3
	Final Test	Test related to communication theory concepts in communication and media perspectives	30%	CLO1
	Group Project	Group work on scientific communication theory components related to issues in communication and media industry	40%	CLO2
	Online Quiz	Online quiz related to communication theory concepts in communication and media perspectives	10%	CLO1

<b>Reading List</b>	<b>Recommended Text</b>	West, R. and Turner, L.H. 2014, <i>Introducing Communication Theory: Analysis and Application</i> , 5th ed Ed., McGraw-Hill. Boston
<b>Article/Paper List</b>	This Course does not have any article/paper resources	
<b>Other References</b>	This Course does not have any other resources	