



UNIVERSITI TEKNOLOGI MARA

COM530: COMMUNICATION THEORY

| | |
|---|--|
| Course Name (English) | COMMUNICATION THEORY APPROVED |
| Course Code | COM530 |
| MQF Credit | 3 |
| Course Description | This course aims to introduce students to the functions, value and relevance of theories in the study of communication. Topics presented are the basic theories advanced in the evolution of communication discipline and those that have shaped the character of the field. It helps students to understand the pervasiveness of theories in communication, diversity of approaches, concerns and assumptions developed by communication theorists. 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. |
| Transferable Skills | Critical thinking, creative thinking, research skills, presentation skills. |
| Teaching Methodologies | Lectures, Reading Activity, Discussion, Presentation |
| CLO | CLO1 Illustrate the various type various types of communication theories and its development. CLO2 Synthesize communication theories through verbal communication in various communication contexts. CLO3 Justify theories in related communication phenomenon |
| Pre-Requisite Courses | No course recommendations |
| Topics | |
| 1. Communication Theory : An Introduction 1.1) The Communication: Definitions, Models, and Ethics | |
| 2. Communication Theory : An Introduction 2.1) The field : Traditions and Contexts | |
| 3. Communication Theory : An Introduction 3.1) The Theory and Research | |
| 4. Communication Theory : An Introduction 4.1) The Theory and Research | |
| 5. The Self and Messages 5.1) Symbolic Interaction Theory 5.2) Expectancy Violations Theory | |
| 6. Relationship Development I 6.1) Social Penetration Theory 6.2) Social Exchange Theory | |
| 7. Relationship Development II 7.1) Uncertainty Reduction Theory 7.2) Social Information Processing Theory | |
| 8. Relationship Development II 8.1) Uncertainty Reduction Theory 8.2) Social Information Processing Theory | |
| 9. Groups and Organisation 9.1) Groupthink 9.2) Organisational Information Theory | |

| |
|---|
| 10. The Public 10.1) The Rhetoric 10.2) Dramatism |
| 11. The Media I 11.1) Cultivation Analysis 11.2) Uses and Gratifications Theory |
| 12. The Media II 12.1) Agenda Setting Theory 12.2) Media Ecology Theory |
| 13. Culture and Diversity I 13.1) Face-Negotiation Theory 13.2) Communication Accommodation Theory |
| 14. Culture and Diversity II 14.1) Muted Group Theory 14.2) Feminist Standpoint Theory |

| Assessment Breakdown | % |
|-----------------------|--------|
| Continuous Assessment | 60.00% |
| Final Assessment | 40.00% |

| Details of Continuous Assessment | Assessment Type | Assessment Description | % of Total Mark | CLO |
|----------------------------------|-----------------|--|-----------------|------|
| | Assignment | Video proposal and video presentation. | 35% | CLO2 |
| | Test | Mid-semester test to measure students' understanding of the course | 25% | CLO1 |

| Reading List | Recommended Text | <ul style="list-style-type: none"> • Little John, S.W 2005, <i>Theories of Human Communication</i>, 8 Ed., Thomson Learning, Wadsworth: Australia. • Cragan, J.F. and Shields, D.S. 1998, <i>Understanding Communication Theory: The Commun</i>, U Allyn & Bacon: MA. • Dainton, M and Zelle, E.D. 2005, <i>Applying Communication Theory for Profession</i>, Sage Publications: USA • Wood, J.T. 2001, <i>Communication Theories in Action</i>., Thomson Learning, Wadsworth: Belmont CA. USA. • Griffin E. 1997, <i>A First Look At Communication Theories</i>, 3 Ed., , NY: McGraw-Hill [ISBN:] |
|--------------------|---|--|
| | Reference Book Resources | <ul style="list-style-type: none"> • West, R. & Turner, L.H. 2014, <i>Introducing Communication Theory: Analysis and Application</i>, 5th Ed., 30, McGraw-Hill |
| Article/Paper List | This Course does not have any article/paper resources | |
| Other References | This Course does not have any other resources | |