



UNIVERSITI TEKNOLOGI MARA

BAP154: Introduction to Communication

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| Course Name (English) | Introduction to Communication APPROVED |
| Course Code | BAP154 |
| MQF Credit | 3 |
| Course Description | This course gives students an overview of the concepts, basics and characteristics of communication. This course also discusses the forms of communication. In addition, students are introduced with the process of communication, function and effect in human life and society. Students are also exposed to the role and impact of media in communication. |
| Transferable Skills | This course gives students an overview of the concepts, basics and characteristics of communication. This course also discusses the forms of communication. In addition, students are introduced with the process of communication, function and effect in human life and society. Students are also exposed to the role and impact of media in communication. |
| Teaching Methodologies | Lectures, Presentation, Performance |
| CLO | <p>CLO1 " Explain the relationship between concepts and categories of communication with examples of current communication"</p> <p>CLO2 " Demonstrate social communication skills and self-confidence in producing discussion simulations"</p> <p>CLO3 " Demonstrate moral values ??and ethics in communication with the community "</p> |
| Pre-Requisite Courses | No course recommendations |
| Topics | |
| 1. Description of course information, Communication introduction and its history 1.1) N/A | |
| 2. Verbal communication and Non-verbal communication 2.1) N/A | |
| 3. Communication category: Group 3.1) N/A | |
| 4. Concepts, definitions, features and categories of communication 4.1) N/A | |
| 5. Communication category: (Intra-personal, Interpersonal) 5.1) N/A | |
| 6. Communication category: Organization and Mass 6.1) N/A | |
| 7. Models of communication 7.1) N/A | |
| 8. Communication Functions 8.1) N/A | |
| 9. Theory on the effectiveness of communication and development 9.1) N/A | |
| 10. The theory of media and its effectiveness 10.1) N/A | |
| 11. The theory of media and its effectiveness 11.1) N/A | |

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| Assessment Breakdown | % |
| Continuous Assessment | 100.00% |

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| Details of Continuous Assessment | Assessment Type | Assessment Description | % of Total Mark | CLO |
| | Group Project | To evaluate the ability of students in groups in communicating with the community. | 40% | CLO3 |
| | Presentation | To evaluate students' self-confidence in promoting products. | 30% | CLO2 |
| | Writing Test | To evaluate students' understanding of communication concepts and categories with examples of current communication | 30% | CLO1 |

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| Reading List | This Course does not have any book resources |
| Article/Paper List | This Course does not have any article/paper resources |
| Other References | <ul style="list-style-type: none"> • n/a Stephen M. Croucher. 201, . <i>Understanding Communication Research Methods.</i> , Routledge, San Diego • n/a James Seligman 2016, <i>Effective Communications,</i> _lulu.com, Lubnan • n/a Muhammad Sohib Sultan 2019, <i>Mabadi Ittisal Al-Usus Wal Mafahim,</i> Dar Masirah, Amman, Jordan • n/a Manal Hilal Al Mazahirah 2019, <i>Nazariyat Al Ittisal.,</i> Dar Masirah., Amman, Jordan |