



UNIVERSITI TEKNOLOGI MARA

COM710: COMMUNICATION THEORIES

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| Course Name (English) | COMMUNICATION THEORIES APPROVED |
| Course Code | COM710 |
| MQF Credit | 3 |
| Course Description | Expose students on communication, mass communication and media theories in term of the definition of theories, functions, traditions, relation with researcher, ethics, development and criticism. |
| Transferable Skills | Able to understand and apply theories in writing, presentation and examination thus understand the importance of understanding the theories in relation with the media industries |
| Teaching Methodologies | Lectures, Discussion, Presentation |
| CLO | <p>CLO1 Calibrate the function of communication, mass communication and media theories in the academic fields as well as our everyday lives.</p> <p>CLO2 Criticise the theories in understanding, explaining, predicting and control any related phenomena that take place in our everyday lives</p> <p>CLO3 Appraise theories in reseachers activities</p> <p>CLO4 Practice their capabilities of discussing, justifying and negotiating certain phenomenon from the intellectual point of view</p> |
| Pre-Requisite Courses | No course recommendations |
| Topics | |
| 1. Thinking about communication : definitions, models & ethics | |
| 1.1) Evaluating communication theories 1.2) Functions of communication theories | |
| 2. The theory & researchers | |
| 2.1) The seven traditions of communication theories | |
| 3. Communication theories : The self & message | |
| 3.1) Symbolic Interaction Theory 3.2) Coordinated Management of Meanings 3.3) Cognitive Dissonance Theory 3.4) Expectancy Theory | |
| 4. Communication in relationship developemnt | |
| 4.1) Uncertainty Reduction Theory 4.2) Anxiety/Uncertainty Management Theory 4.3) Social Penetration Theory | |
| 5. Communication in relationship development II | |
| 5.1) Social exchange theory 5.2) Relational dialectic theory | |
| 6. Communication In Relationship Development III | |
| 6.1) Expectancy Violation Theory 6.2) Communication Privacy Management Theory | |
| 7. Communication in groups and organizations | |
| 7.1) Groupthink theory | |
| 8. Communication in Group & Orgnizations II | |
| 8.1) Structuration Theory 8.2) Organizational Structuration Theory 8.3) Organizational Information Theory | |

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| <p>9. The media theory 9.1) Magic Bullet Theory/Hypodermic Needle theory 9.2) Cultivation Analysis 9.3) Uses & Gratification Theories</p> |
| <p>10. The media theory II 10.1) Agenda setting theory 10.2) Media dependency theory 10.3) Elaboration likelihood theory 10.4) Normative theories of media</p> |
| <p>11. The media theory III 11.1) Spiral of silence 11.2) Media ecology theory 11.3) Media richness theory</p> |
| <p>12. Communication in culture & diversity 12.1) Face-negotiation theory 12.2) Face management theory 12.3) Communication Accomodation Theory</p> |
| <p>13. Communication in culture & diversity II 13.1) Muted group theory 13.2) Standpoint theory 13.3) Social cognitive theory</p> |
| <p>14. Communication & message formation 14.1) Communication manipulation theory 14.2) Communication defection theory 14.3) Rational argumentation theory</p> |

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

| Details of Continuous Assessment | Assessment Type | Assessment Description | % of Total Mark | CLO |
|----------------------------------|-----------------|--|-----------------|------|
| | Assignment | Reaction Paper | 20% | CLO3 |
| | Final Test | Final Test | 40% | CLO2 |
| | Presentation | Seminar Presentation and Participation | 20% | CLO4 |
| | Test | Mid Term Test | 20% | CLO1 |

| Reading List | Recommended Text |
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| | <ul style="list-style-type: none"> • West, Richard & Turner, Lynn, H. 2010, <i>Introducing communication theories</i>, 4 Ed., McGraw Hill New York • Littlejohn, Stephen, W. 2008, <i>Theories of human communication</i>, Wadsworth Belmont |

| Article/Paper List |
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| This Course does not have any article/paper resources |

| Other References |
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| <ul style="list-style-type: none"> • Book Wener, Joseph Severin & Tankard, James, W. 2009, <i>Communication theories : origins, methods and uses in mass media</i> , Pearson Education, Belmont • Book Miller, Katherine 2004, <i>Communication theories : perspectives, processes and content</i> , McGraw-Hill, New York |