

## **BSCS 301: Theories of Communication-I (3 Cr. Hrs)**

### **Course Objectives:**

This course has been designed to:

- Familiarize the students with theoretical origin and Conjectural Evolution of Communication
- Establish a conceptual foundation about basic theories of Communication

**Learning Outcomes:**

After studying this course, the students will be able to:

- Understand how the field of Communication evolved from theoretical perspectives
- Compare and contrast the practical communication aspects with relevant and basic theories of Communication

**Course Contents:**

1. Studying Communication Theory – Evolution and Development
2. Basic Elements in Communication
3. Theories of Interpersonal Communication
4. Theories of Small Group and Organizational Communication
5. Theories of Public Opinion
6. Two-Step Flow of Communication
7. Selective Exposure, Perception and Retention
8. Theories of Intercultural Communication
9. Normative Theories
10. Gate-keeping
11. Cognitive Dissonance Theory
12. Social Learning Theory

**Teaching Methodology:**

- Lectures
- In-Class Activities
- Written Assignments

**Assessment:**

- Midterm Assessment
- Formative Assessment: (Classroom participation, Attendance, Assignments and Presentations, Attitude and Behavior, Hands-on Activities, Short Tests, Quizzes etc.)
- Final Assessment:

**Recommended Readings:**

Chaffee, Steven H. 2000. Mass Communication Uses and Effects, 3rd ed. MacGraw Hill, New York.

Joseph R. Mominick. 2004. The Dynamics of Mass Communication, 5<sup>th</sup> Ed. Mac Graw Hill, New York.

Werner J. Severin & James W. Tankard, Jr. 2003. Communication Theories: Origins, and Uses in the Mass Media, 3<sup>rd</sup> .ed. Longman Group Ltd. London.

James Curran, Michael Gurevitch. 2000. Mass Media and Society, 3<sup>rd</sup> ed. St. Martin Press. New York.

Mac Quill. 2003. Theories of Communication, 2<sup>nd</sup> ed. Longman Group Ltd. London.

Philip Rayner. 2003. Mass Media Studies: An Essential Introduction Rutledge, New York.