

Programme	B.S. (4-years), Communication Studies	Course Code	BSCS-302	Credit Hours	3
Course Title	Theories of Communication-I				
Course Introduction					
This course has been designed to:					
<ul style="list-style-type: none"> 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:					
<ul style="list-style-type: none"> 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 Content					
Week 1	1. Studying Communication Theory – Evolution and Development				
Week 2					
Week 3	2. Basic Elements in Communication				
Week 4					
Week 5	3. Theories of Interpersonal Communication				
Week 6					
Week 7	4. Theories of Small Group and Organizational Communication				
Week 8					
Week 9	5. Theories of Public Opinion				
Week 10	6. Two-Step Flow of Communication				
Week 11	7. Selective Exposure, Perception and Retention				
Week 12	8. Theories of Intercultural Communication				
Week 13	9. Normative Theories				
Week 14	10. Gate-keeping				
Week 15	11. Cognitive Dissonance Theory				
Week 16	12. Social Learning Theory				
Textbooks and Reading Material					
Chaffee, Steven H. 2000. Mass Communication Uses and Effects, 3rd ed. MacGraw Hill, New York.					
Joseph R. Mominick. 2004. The Dynamics of Mass Communication, 5th Ed. Mac Graw Hill, New York.					
Werner J. Severin & James W. Tankard, Jr. 2003. Communication Theories: Origins, and Uses in the Mass Media, 3rd . ed. Longman Group Ltd. London.					
James Curran, Michael Gurevitch. 2000. Mass Media and Society, 3rd ed. St. Martin Press. New York.					
Mac Quill. 2003. Theories of Communication, 2nd ed. Longman Group Ltd. London.					

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

Teaching Learning Strategies

1. Lectures
2. In-Class Activities
3. Written Assignments

Assignments: Types and Number with Calendar

1. Class Participation
2. Attendance
3. Presentations
4. Attitude & Behavior
5. Hands-on Activities
6. Short Tests
7. Quizzes

Assessment

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.