Learning Outcomes After studying this course, the students will be able to: • Understand how the field of Communication evolved from theoretical perspectives Communication account and basic theories of Communication Course Content Week 1 Week 1 Week 1 Week 2 Week 3 Week 3 Week 5 Week 5 Week 6 Week 7 Week 8 Week 7 Week 8 Theories of Small Group and Organizational Communication Week 10 Works 10 Week 10 Week 10 Week 10 Week 10 Meet 10 Meet 10 Meet 10 Meet 10 Meet 13 Meet 13 Meet 13 Meet 14 Meet	Programm		B.S. (4-years), Communication Studies	Course Code	BSCS-302	Credit Hours	3			
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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.				