Department of Communication
Subject Syllabus

Subject Code	:	COMM04
Subject Title	:	Introduction to Communication Studies & Theories
Subject Specification	:	For all students in first year (business studies program)

Subject Overview : The theories in communication studies have roots in both communication and other fields of study. This exciting interdisciplinary orientation is reflected in the selection of the various theories presented in the text. These include the unique contribution of communication theorists, but also theories with origin in other fields, including psychology, sociology, biology, and philosophy. Communication theories have not been reticent to incorporate the ideas and principles forged by their colleagues across disciplines. The goal is to frame theorists' words and illustrate their theories with practical examples and applications so that their explanation of communication behaviors becomes accessible for students.

Course Objectives :

By the end of the Subject, the students are expected to:

1. Familiar with the principles and central ideas of important theories they are likely to encounter in the communication discipline.
2. Understand the concept of theory and help students see the application of theory in their everyday activities.
3. More systematic and thoughtful critical thinkers.
4. Understanding of overview and brief history of how to communicate discipline is developing.
5. Understand about the research process and the place of theory within the process.

Course Method :

The Subject consists of lectures, presentations and assignments. It is expected that every student will regularly attend classes and participate in class discussion. Case studies provided by the lecturer will be discussed.

Learning Outcome (Competence) :

- Knowledge : Know and understand the principles and main idea of communication theory
- Skill : Able to make appropriate decisions in the context of solving problems in their area of expertise, based on the results of analysis of information and data
- Attitude : Have adaptive behavior and be persistent in facing challenges in every given task

Course content :

Week	Topic
1	Definitions, Models, and Ethics of Communication
2	Traditions and Contexts
3	Theory and Research
4	Symbolic Interaction Theory
5	Cognitive Dissonance Theory
6	Social Information Processing Theory
7	Quiz / Review Mid-test
Mid Examination	
9	Organizational Culture Theory
10	Rhetoric
11	Dramatism
12	Media Ecology Theory
13	Face Negotiation Theory
14	Muted Group
15	Quiz / Review Final Test
Final Examination	

Grading System :
In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

The student Grade Point Average (GPA) is organized into the following categories:
GPA of 0.00 – 1.99 = Fail
GPA of 2.00 – 2.49 = Pass
GPA of 2.50 – 2.99 = Credit
GPA of 3.00 – 3.49 = Merit
GPA of 3.50 – 4.00 = Distinction

Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	**100%**

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the above mentioned items.

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
I	**Definitions, Models, and Ethics of Communication**	1. Defining Communication 2. Thinking about Theory 3. Understand Research Process 4. Models of Understanding Communication as action, interaction & transaction 5. Context for communication theory?	Lecturing, Discussion, Question & Answer
II	**Traditions and Contexts**	1. Symbolic Interaction Theory ● Themes and Assumptions ● Key concepts 2. Cognitive Dissonance Theory ● Assumptions ● Concepts and Process of Cognitive Dissonance	Lecturing, Discussion, Question & Answer
III	**Theory and Research**	3. Expectancy Violation Theory ● Space Relations ● Assumptions ● Violation Valance **FGD & Discussion**	Lecturing, Discussion, Case Study, Question & Answer
IV	**Symbolic Interaction Theory**	4. Uncertainty Reduction Theory ● Assumptions ● Axioms 5. Social Information Processing Theory ● CMC vs Face to Face ● Verbal Cues replace Nonverbal Cues ● Extended Time ● Hyperpersonal Perspective	Lecturing, Discussion, Case Study, Question & Answer
V	**Cognitive Dissonance Theory**	6. Elaboration Likelihood Theory ● Central and Peripheral Route	Lecturing, Discussion, Case Study, Question & Answer

		● Motivation and Ability for Elaboration ● Elaborated Arguments	
VI	**Social Information Processing Theory**	7. Symbolic Convergence Theory ● Dramatizing messages ● Fantasy Chain 8. Groupthink Theory ● Conditions of Groupthink ● Symptoms of Groupthink ● Ways to Prevent Groupthink	Lecturing, Discussion, Case Study, Question & Answer
VII	**Quiz / Review Mid-test**	9. Adaptive Stucturation Theory ● Assumptions ● Elements ● Structuration and Group Decision Making 10. Organizational Culture Theory ● Assumptions ● The Communicative Performances	Lecturing, Discussion, Case Study, Question & Answer
Mid Exam			
IX	**Organizational Culture Theory**		FGD, Discussion, Question & Answer
X	**Rhetoric**	11. The Rhetoric & Dramatism ● Assumptions ● Syllogism and Enthymemes ● Canons of Rhetoric 12. Cultural Studies ● Assumptions ● Hegemony ● Counter-Hegemony ● Audience Decoding	Lecturing, Discussion, Case Study, Question & Answer
XI	**Dramatism**	13. Cultivation Analysis ● Assumptions ● Processes and Products 14. Uses & Gratification Theory (Agenda Setting) ● Stage in research ● Assumptions ● The Active Audience ● Uses and Grafitications and New Media	Lecturing, Discussion, Case Study, Question & Answer
XII	**Media Ecology Theory**	15. Spiral of Silence Theory ● Assumptions ● The Media's Influence 16. Media Ecology Theory	Lecturing, Discussion, Case Study, Question & Answer

		• Assumptions • The Medium is the message	
XIII	**Face Negotiation Theory**	17. Face Negotiation Theory • Face and Politeness, Facework • Assumptions • Individualistic and Collectivistic Culture 18. Standpoint Theory • Assumptions • Key Concept	Lecturing, Discussion, Case Study, Question & Answer
XIV	**Muted Group**	19. Muted Group Theory • Assumptions • The Process of Silencing	Lecturing, Discussion, Case Study, Question & Answer
XV	**Quiz & Final Review**		
XVI	**Final Examination**		

Midterm Paper Guideline **:** Written Examination
Final Assessment Guideline **:** Written Examination

References **:**

1. Introducing Communication Theory: Analysis & Application by Richard West & Lynn H. Turner, Fourth Edition, 2010.
2. West, R. L., Turner, L. H., & Zhao, G. (2018). Introducing communication theory: Analysis and application (Vol. 6). New York, NY: McGraw-Hill.
3. Deddy Mulyana, Ilmu Komunikasi Suatu Pengantar, Remaja Rosdakarya, 2007.
4. Ronald B. Adler and George Rodman, Understanding of Human Communication, (4th ed), Florida: Harcourt Brace Jovanovich College Publisher.

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