LSPR Communication & Business Institute

Subject Syllabus

Subject Code	**:**	COMM11
Subject Title	**:**	Sociology of Communication & Cultural Anthropology
Subject Specification	**:**	For students in Communication Science Study Program

Subject Overview **:** This course discusses the concepts and theories of sociology and anthropological theory as the roots of communication science. In the theory and concept of sociology starting from a discussion of social interaction which includes, mass communication and society in a sociological perspective, the meaning and function of mass communication, contemporary mass communication, audience sociology, mass communication and socialization, the impact of mass communication and new media in changing people's life behaviour.

Course Objectives **:**

1. Able to understand the background to the birth of communication science related to science sociology and anthropology.
2. Able to understand sociology in communication science giving birth to mass media
3. Have knowledge of the influence of mass media and new media on changes in people's behavior
4. Able to understand Anthropology in Communication Science is language and symbols that have meaning according to culture.
5. Able to understand communication through social interaction processes that are guided by ethics
   and cultural norms

Course Method **:** The course consists of lectures, assignments and paper submissions. It is expected that every student will regularly attend classes and participate in class discussion. A work book accompanies the course; additional readings will be assigned to the students on a per session basis. Students will be expected to do exercise in regards to each chapter in the study guide.

Learning Outcome (Competence) **:**

- Knowledge : Understanding of foundational concepts and theories in sociology and cultural anthropology as they relate to communication science.
- Skill : Ability to critically analyze and evaluate sociological theories and concepts related to communication and media
- Attitude : Openness to diverse perspectives and cultural contexts, and a willingness to critically examine one's own assumptions and biases

Course content :

Week	Topic
1	Understanding the Relationship between Sociology and Anthropology and Communication Science
2	Objects, Concepts and Theories of Sociology
3	Social Processes & Social Interaction I
4	Social Processes & Social Interaction II
5	Communication Process
6	New Media and Social Reality I
7	Sociological theories of communication
8	**Mid Term Examination**
9	New Media and Social Reality II
10	Culture and Personality
11	Ethics of Cross-Cultural Communication
12	Personality and Socialization
13	Differences in Customs, Culture and Civilization
14	Ethnography
15	Assignment/Quiz/Review
16	**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

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 abovementioned items.

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Understanding the Relationship between Sociology and Anthropology and Communication Science	a. Background explanation the birth of Communication Science from b. Supporting sciences	1. Lecturer's presentation 2. Question and answer 3. Class discussion
2	Objects, Concepts and Theories of Sociology	a Objects of Sociology of Communication, concepts, theories and b Sociological generalization Communication, and Development c Sociology of Communication	1. Lecturer's presentation 2. Question and answer 3. Class discussion
3	Social Processes & Social Interaction I	a Understanding Social Interaction b Forms of Social Interaction c Social Interaction Approach	1. Lecturer's presentation 2. Class discussion 3. Question and answer
4	Social Processes & Social Interaction II	a. Understanding Social Processes b. Interactionism Theory Symbolic (Sociological studies and Anthropology)	1. Lecturer's presentation 2. Class discussion 3. Question and answer

5	Communication Process	a. Personal Communication b. Mass Communication	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
6	New Media and Social Reality I	a. Definition and scope New Media b. Social reality	1. Lecturer's presentation 2. Class discussion 3. Question and answer
7	Sociological theories of communication	a. Overview of the importance of sociology in understanding communication processes and phenomena. b. Introduction to key sociological theories that inform the study of communication, including structural-functionalism, conflict theory, symbolic interactionism, and critical theory.	2. Lecturer's presentation 3. Class Discussion 4. Question and answer 5. Practice
8	**Mid Term Test**		
9	New Media and Social Reality II	a The impact of New Media on Changes in behavior Public	1. Lecturer's presentation 2. Class discussion 3. Question and answer
10	Culture and Personality	a Definition of Culture b Cultural Elements c Cultural Function	1. Lecturer's presentation 2. Class discussion 3. Question and answer
11	Ethics of Cross-Cultural Communication	a. Understanding Personality and Various Internal Factors Personality Development b. Formed personality Through Cultural Processes c. Development Theory Personality	1. Lecturer's presentation 2. Class discussion 3. Question and answer
12	Personality and Socialization	a. Verbal Language Ethics b. Non-Verbal Language Ethics	1. Lecturer's presentation 2. Class discussion

			3. Question and answer
13	Differences in Customs, Culture and Civilization	a. Definition of Custom; b. Definition of Culture; c. Definition of Civilization d. Customs, Ethics and Morals	1. Lecturer's presentation 2. Class discussion 3. Question and answer
14	Ethnography	a. The Reality of Anthropology and Science Language Science with Science Communication	2. Lecturer's presentation 3. Class discussion 4. Assignment 5. Case study
15	Assignment/Quiz/Review		1. Lecturer's presentation 2. Class discussion
16	**Final Examination**		

Midterm Paper Guideline **:** Group Study Case Analysis

Final Paper Guideline **:** Group Project or Group Presentation

References **:**

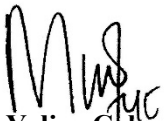
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