

COMM-2000: INTRODUCTION TO COMMUNICATION THEORY

Cuyahoga Community College

Viewing: COMM-2000 : Introduction to Communication Theory

Board of Trustees:

March 2022

Academic Term:

Fall 2022

Subject Code

COMM - Communication Studies

Course Number:

2000

Title:

Introduction to Communication Theory

Catalog Description:

Introduction to theories of human communication. Analyzing the communication process by examining the process of building communication theory, as well as addressing theories in a variety of communication contexts such as interpersonal, group, public, organizational, influence, mass media, and cultural. Attention to the application of communication theory in achieving a better understanding the process of human communication.

Credit Hour(s):

3

Lecture Hour(s):

3

Requisites

Prerequisite and Corequisite

COMM-1000 Fundamentals of Interpersonal Communication or COMM-1010 Fundamentals of Speech Communication or COMM-101H Honors Fundamentals of Speech Communication; and ENG-0995 Applied College Literacies, or appropriate score on English Placement Test.

Note: ENG-0990 Language Fundamentals II taken prior to Fall 2021 will also meet prerequisite requirements.

Outcomes

Course Outcome(s):

Analyze Human Communication Theories for insight, understanding and application for self, others, organizations, mass media, and culture.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):

1. Define human communication.
2. Explain the three models of human communication.
3. Analyze practical applications of communication theories.

Course Outcome(s):

Analyze theories by their ontological approach.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):

1. Differentiate various theories by their theoretical context and ontological approach.
2. Compare and contrast the seven theoretical approaches and contexts of theory.
3. Distinguish among the three ontological approaches to theory.

Course Outcome(s):

Compare and contrast the scientific standard in evaluating communication theories from the objective/positivistic approach and the interpretive standard for theories of the interpretive approach.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):

1. Evaluate communication theories and propose methods of revising and improving them.
2. Construct a theory using one of the three theory-building approaches.

Course Outcome(s):

Synthesize the common elements of theories concerning the same communication behavior to ascertain new areas to explore for future theory building through constructing a review of literature on that communication behavior.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):

1. Examine the components of theory and the goals of theory building.
2. Recognize the approaches and elements of theory building.
3. Summarize the conclusions of various communication theories.

Methods of Evaluation:

1. Examinations
2. Quizzes
3. Theory presentations (individual and/or group)
4. Theory building exercises (individual and/or group)
5. Written essays
6. Theory analysis writing assignments

Course Content Outline:

1. Overview of communication and theory
 - a. Definitions and models of communication
 - i. Actional/linear model
 - ii. Reactional/interactional model
 - iii. Transactional model
 - b. Communication theory and inquiry
 - i. Theory defined
 1. Components of a theory
 2. Goals of theory building
 - ii. Theoretical approaches and contexts
 1. The rhetorical tradition
 2. The semiotic tradition
 3. The phenomenological tradition
 4. The cybernetic tradition
 5. The socio-psychological tradition
 6. The socio-cultural tradition
 7. The critical tradition
 - iii. Approaches to knowing

1. Positivistic
2. Interpretive
3. Critical
- iv. Approaches to building theory
 1. Covering laws approach
 2. Rules approach
 3. Systems approach
 4. Evaluating theory
 5. The research process
2. Theories of human communication
 - a. Interpersonal theories
 - i. Symbolic interactionism
 - ii. Coordinated management of meaning
 - iii. Expectancy violations theory
 - b. Relational development theories
 - i. Uncertainty reduction theory
 - ii. Social penetration theory
 - iii. Social exchange theory
 - iv. Relational dialectics
 - v. Social information processing
 - vi. Communication privacy management theory
 - c. Group and organizational theories
 - i. Group theories
 1. Groupthink
 2. Structuration theory
 3. Symbolic convergence theory
 - ii. Organizational theories
 1. Organizational culture theory
 2. Organizational information theory
 - d. Public communication theories
 - i. Aristotle's *Rhetoric*
 - ii. Dramatism
 - iii. The Narrative paradigm
 - e. Theories of social influence
 - i. Cognitive dissonance theory
 - ii. Elaboration likelihood model
 - iii. Social judgment theory
 - f. Mass communication theories
 - i. Agenda setting theory
 - ii. Uses and gratifications theory
 - iii. Cultivation theory
 - iv. Cultural studies of media
 - v. Media ecology theory
 - vi. Edward Said's orientalism
 - g. Theories of Culture and Diversity
 - i. Communication accommodation theory
 - ii. Face negotiation theory
 - iii. Muted groups theory
 - iv. Genderlect styles
 - v. Feminist standpoint theory

Resources

West, R.L. & Turner, L. (2020) *Introducing Communication Theory: Analysis and Application*, Boston: McGraw-Hill.

Griffin, E.A., Ledbetter, A., & Sparks, G. (2018) *A first look at communication theory.*, New York: McGraw Hill.

Littlejohn, S.W., Foss, K.A., & Oetzel, J. G. (2021) *Theories of Human Communication*, Long Grove, Ill: Waveland.

Resources Other

1. Communication Monographs [Publisher: Routledge, Quarterly, 1934-present]
2. Communication Theory [Publisher: Wiley-Blackwell, Quarterly, 1991-present]
3. Communication and Critical/Cultural Studies [Publisher: Taylor & Francis, Quarterly]
4. Critical Studies in Media Communication [Publisher: Routledge, Quarterly, 2000-present]
5. Review of Communication [Publisher: Taylor & Francis, Quarterly]
6. Journal of International and Intercultural Communication [Publisher: Taylor & Francis, Quarterly]

Instructional Services

OAN Number:

Transfer Assurance Guide OCM001

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Key: 1211