



INTRODUCTION TO COMMUNICATION THEORIES

Course code	MNG218
Course title	<i>Introduction to Communication Theories</i>
Type of course	Main
Year of study	1st
ECTS	6; 24 hours of theory, 24 hours of practice, 96 hours of self-study, 1 hour of consultations
Coordinating teacher	Senior lect. Mariana Sueldo
Study form	Full-time
Course prerequisites	-
Language of instruction	English

Annotation

This course serves as an introduction to communication studies. It will cover the main theoretical concepts of communication as well as provide the conditions for skills training. It will as well introduce students to the further communication-related courses to be delivered in later years of studies (as foreseen in the Bachelors study programme *International Business and Communication*) such as international, intercultural business communication and strategic organizational communication.

Communication is still a multifaceted process with unveiled ever-changing factors. Be it interpersonal, mass or global, whether it takes place between two people, in small groups, organizations or states, theories and models will prove an insufficient tool for the 21st century decision makers, who will definitely need a wholesome kit of well-chosen sets of knowledge and practical skills to face the challenge of a globalized world.

Course aim

To acquaint students with human communication fundamentals through the analysis of the interconnection between language, thought and the world itself; to help students grow in awareness of each man's role as a social being, an essential communicator in a globally connected world; to raise awareness of the impact that verbal and non-verbal communication may have on communication quality and effectiveness.

- The student is able to explain and apply the key terms, definitions and concepts relating to consumer behaviour.
- The student can analyse consumer behaviour trends and apply them in the given consumer market.
- The student is able to describe factors which influence the consumer's decision about purchasing a product.
- The student is able to assess the efficiency of different advertisements and other promotional activities as well as their impact on consumer behaviour.

Course learning outcomes (CLO)	Study methods	Assessment methods
CLO1. The student is able to explain and apply the key terms, definitions and concepts relating communication	Lecture, self-study	Mid-term exam, exam
CLO2. The student can analyse the impact of verbal and non-verbal communication on communication quality and effectiveness;	Lecture, problem solving, group homework, seminar, self-study	Mid-term exam, homework assessment during seminars, exam
CLO3. The student can assess the role of the human factor over technological progress and mass communication devices;	Lecture, group homework, seminar, self-study	Mid-term exam, homework assessment during seminars, exam
CLO4. The student can compare and contrast the major interpersonal, intercultural, organizational and global communication concepts and apply them in the assessment of practical everyday life situations	Lecture, group homework, seminar, self-study	Mid-term exam, homework assessment during seminars, exam
CLO5. The student can evaluate the impact that culture and communication has on international business and multicultural organizations	Lecture, group homework, seminar, self-study	Mid-term exam, homework assessment during seminars, exam



CLO6. The student can recognize and the underlying communication phenomena in real and fictional situations;	Lecture, problem solving, group homework, seminar, self-study	Mid-term exam, homework assessment during seminars, exam
CLO7. The student can participate in teamwork and display teamwork results in written or oral form, to be able to argue decisions		
CLO8. The student can argue decisions, can question and respond to criticism and different opinions in debates and discussions.	Lecture, group homework, seminar, self-study	Homework assessment during seminars

Quality management

The quality of the course is assured by the variety of teaching and learning methods, interim knowledge assessment through mini tests, continuous discussions of individual and group work, other assignment results, as well as by supply of learning materials to students.

Cheating prevention

Individual tasks assigned for homework, which should be prepared in a written form (as a report) and presented in a class with the MS PowerPoint technology. During the exam, some assistance is expected from the teaching staff (e.g. PhD students).

Course content

DATE	LECTURE TOPICS	READING MATERIAL FOR SELF-STUDY	CLASS HOURS	
			LECTURES	SEMINARS
Week 1	Communication theory as a field of science: Craig's 7 traditions of Communication theories.	West R., Turner, L.H Introducing communication theory	2	2
Week 2	Communication as a Process Communication models	Fiske. Introduction to Communication studies	2	2
Week 3	Communication as shared meaning Semiotics and Sociolinguistics Coding/decoding	Fiske. Introduction to Communication studies	2	2
Week 4	Communication as transaction: Symbolic Interaction Uncertainty Reduction theory	West R., Turner, L.H Introducing communication theory	2	2
Week 5	Communication to Mass audience Communication as public speaking The Rhetoric.	West R., Turner, L.H Introducing communication theory	2	2
Week 6	Mass (media) communication I: propaganda, agenda setting	Uploaded self-study material	2	2
Week 7	Final task set-up Mass media communication II: Cultivation analysis, framing, gate-keeping	West R., Turner, L.H Introducing communication theory	2	2
Week 8	Communication in Organizations I Organizational Culture theory	West R., Turner, L.H Introducing communication theory	2	2
Week 9	Communication in Organizations II Cognitive dissonance Groupthink	West R., Turner, L.H Introducing communication theory	2	2
Week 10	Corporate communication I Introduction and definitions	Cornelissen. A guide to theory and practice	2	2
Week 11	Corporate communication II Stakeholder management and communication	Cornelissen. A guide to theory and practice	2	2



Week 12	Corporate communication III Corporate identity, branding and corporate reputation	Cornelissen. A guide to theory and practice	2	2
	Total of hours		24	24

Assessment methods

Assignment	Number of self-study hours	Percentage of the total grade (%)
Seminars: Pairwork	18	20
Mid-term test	10	15
Lecture quiz	10	10
Creative project (group work)	18	15
Final examination	40	40
Total	96	100

Course assignments

1) Seminars (20%): Pairs of students will be given **articles or book chapters to read and present in an interactive way**. They are expected to lead the seminar and prepare a kahoot quiz with relevant questions to ensure the participation of the whole class.

- **Grades** given to each student may differ, even though they may have worked and presented their final assignment together.
- The printed version (handouts in notes format (not full slides)) must be handed on the assigned date of the presentation.

The list of assigned reading material for the seminars will be available in the intranet. It consists of reading excerpts from a selection of texts on communication studies.

The pair presenting the topic on the assigned date are responsible for their own material (downloading, printing, etc.) hard copies will not be provided by the lecturer.

All referred books are available in ISM library.

NOTE: dates and topics for this task are assigned and tightly scheduled; therefore they are not changeable. If students are not able to attend the seminar for any reason, they may try to negotiate a swap of date with another pair of students and notify the lecturer about this arrangement at least 2 weeks in advance.

- Failure to lead the seminar means loss of 20 % of the final grade.

2) Lecture quiz: at the end of each weekly lecture to check the understanding and assimilation of contents covered during lectures.

Only those students participating in the lecture will have access to **an on-line quiz available in the e-learning platform only that day and during limited time**. They will be able submit their individual answers and receive immediate feedback that must be reported to the lecturer right after the quiz.

3) Creative project (15%): Students will work in groups of 4 on a creative project that integrates topics dealt with in lectures and seminars. The detailed task description will be given during seminars, after the midterm.

NOTE: all the group members are expected to take an active part in the projects and be physically present on the assigned date for submission. Grades given to each student may differ, even though they may have worked and presented their final assignment together.

4) Mid-term test accounts for **15 %** of the final grade. It will consist of brief open questions and multiple-choice questions covering **topics delivered up to lecture 5**.

5) Final exam accounts for **40 %** of the final grade. It will consist of brief open questions and multiple-choice questions covering topics delivered in lectures after the mid-term and some questions from all the seminars.

5) Re-take examination. If the final exam grade is lower than the minimum required, students have to re-sit the exam and will be assessed on the contents of **the whole course**. This re-take examination accounts for **55 %** of the total grade and it **substitutes** the mid-term test and the final exam. Grades obtained from other assignments are added up to the re-take examination for the final grade.

Literature



Main sources:

For self-study of lecture topics and preparation of seminars:

1. West R., Turner, L.H. (2014) *Introducing communication theory. Analysis and application*. McGill Higher Education.
2. *Communication studies: the essential resource* / [edited by] Andrew Beck, Peter Bennett and Peter Wall London: Routledge.
3. Fiske, J. (1990). *Introduction to Communication studies*. 2nd edition. Routledge. Beck, A. (2004)
4. Cornelissen, J. 2014. *Corporate communication. A guide to theory and practice*. Sage publications.

For further reading and consulting:

1. Duck, S. and McMahan D.T. (2009) *The Basics of Communication. A Relational Perspective*. Sage publications.
2. Owen, H. Saunders, Ch. Dickson, D. (1994). *Social Skills in Interpersonal Communication*. Routledge. Burton, G. and Dimblery, R. (2006). *Between ourselves. An Introduction to Interpersonal Communication*. Third Edition. Hodder Arnold.
3. Dan Rothwell, J. (2009). *In the Company of Others. An Introduction to Communication*. Third Edition Oxford University Press.