

students in any program that requires writing, speaking, listening, and interacting with a variety of individuals or groups.

- B. This course has no lab component.
- C. This course is designed for transfer, yet dependent on transfer institution may transfer as a Communication Studies program elective.

IV. Place of Course in College Curriculum

- A. Free Elective
- B. This course does not meet a General Education requirement.
- C. This course meets a program requirement for Communication Studies, A.A., Exercise Science-option in Sports Management, A.S., and Multimedia Communications, Certificate.
- D. To see course transferability: a) for New Jersey schools, go to the NJ Transfer website, www.njtransfer.org; b) for all other colleges and universities, go to the individual websites.

V. Outline of Course Content

This course explores the following topics:

- A. Definitions, principles, and models of communication
- B. Fundamentals of theory
- C. Fundamentals of communication research
 - 1. Scientific Method
 - 2. Qualitative
 - 3. Quantitative
- D. Personality and its influence on communication patterns
- E. Intrapersonal Communication Theory
- F. Interpersonal Communication Theory
- G. Small Group Communication Theory
- H. Rhetoric
- I. Organizational Communication Theory
- J. Mass Communication Theory
- K. Intercultural Communication Theory

VI. General Education and Course Learning Outcomes

A. General Education Learning Outcomes:

At the completion of the course, students will be able to:

1. explain basic communication theories (GE 1)

2. communicate clearly, coherently and convincingly, both orally and in writing (GE 1)
3. demonstrate active listening skills (GE 1)
4. use discipline-specific information sources and/or databases to acquire reliable data about communication theory and practice (GE 5, IL)
5. apply communication theory to interactions with diverse individuals and group (GE 5, 8, *)
6. recognize ethical issues in communication practices (GE ER, *)

(*Embedded critical thinking)

B. Course Learning Outcomes:

At the completion of the course, students will be able to:

1. explain fundamental theories of intrapersonal, interpersonal, small group, rhetoric, organizational, mass, and intercultural communication
2. recognize verbal and non-verbal barriers to effective communication
3. use communication theory to analyze and evaluate individual, group, and mass media messages for how they work and for their consequences
4. review and describe historical developments in various fields of communication
5. evaluate various theoretical perspectives and related models of communication
6. identify stakeholders and major influences in mass media and public communication in current culture
7. apply communication theories and patterns in diverse cultural contexts and personal/work situations
8. deliver a presentation prepared to address a specific aspect of communication theory or practice, using critical thinking

C. Assessment Instruments

1. note-taking
2. class participation
3. communication skill activities
4. in-class activities
5. research paper or project
6. student oral presentation
7. exams
8. quizzes

VII. Grade Determinants

- A. research paper or project
- B. quizzes
- C. exams
- D. oral presentations
- E. journals

Given the goals and outcomes described above, the primary formats, modes, and methods for teaching and learning that may be used in the course:

- A. lecture/discussion
- B. small-group work
- C. guest speakers and lecturers
- D. student oral presentations
- E. student-faculty collaboration
- F. one-on-one interaction
- G. journal writing
- H. film excerpts

VIII. Texts and Materials

Suggested textbook: Introduction to Communication Theory: Analysis and Application (latest edition). Richard West and Lynn Turner. McGraw-Hill. (or other comparable current communication theory textbook)

Internet materials: Internet resources relevant to current communication theories, practices, issues, and controversies, including the communication databases provided through the school.

IX. Resources (may include any of the following):

- A. internet resources
- B. databases
- C. archives
- D. dvd/video projection
- E. subject matter experts
- F. CATT classroom