

Vesalius College

Course description

Course title: Communication Theories

Course code: CMM 310E

Teacher responsible: Georgios Terzis

Course description:

This course provides an overview of the theoretical models in a number of communications fields. Particular emphasis will be placed on how media scholars have conceptualized the role of media during this and the last century. The course will look at several emerging perspectives on media and how they are translated into contemporary research efforts. Students will be encouraged to use these theories to develop their own positions on issues and to defend their views against other arguments. They will be encouraged to participate in discussions where key theories will be analyzed and possible applications discussed.

Course objectives:

The Communications Curriculum Committee has created a list of specific skills for Communication majors that must be developed in 300-level, required courses. From this list, CMM 352 E/252 promotes the skills that are listed below:

- media planning and production skills
- explore issues in depth using critical skills
- ability to "blend" creativity with the rigors of a specific brief/draft
- basic professional awareness

The ability to understand and appreciate theories in their social and political context will be tested. Students are expected to explore issues in depth using their critical skills and are encouraged to challenge some of the prevailing assumptions.

Grade weighting scheme:

Homework Assignment	30%
Presentation	10%
Mid-Term Exam	20%
Final Exam	30%
Attendance	10%

Used course material (handbooks, readers, readings, newspapers, magazines) and references:

Title: Communication Theories, fifth edition

Authors: Severin & Tankard

Publisher: Longman

Date: 2001

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Title: Communication Theory and Research

Authors: McQuail, Golding, De Bens

Publisher: Sage

Date: 2005

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Handouts of academic papers