

**RARITAN VALLEY COMMUNITY COLLEGE
ACADEMIC COURSE OUTLINE**

COMM-102 Introduction to Communication Theory

I. Basic Course Information

A. Course Number and Title: COMM 102, Introduction to Communication Theory

B. New or Modified Course: Modified

C. Date of Proposal: Semester: Fall Year: 2024

D. Effective Term: Fall 2025

E. Sponsoring Department: Communication and Languages Department

F. Semester Credit Hours: **3**

G. Weekly Contact Hours: 3

Lecture: 3

Laboratory: **0**

Out of class student work per week: 6

H. ☐ Prerequisite (s): none

☐ Corequisite (s): none

I. Additional Fees: N/A

II. Catalog Description

Introduction to Communication Theory is an introductory survey of human communication on many levels of interaction, from interpersonal to mass communication. Through the study of theoretical communication models students will analyze the influence of language, perceptions, culture, and media on the communication process. Theoretical and practical skills will help students become more competent communicators with other individuals and groups.

III. Statement of Course Need

A. Introduction to Communication Theory is a required course in the Communication Studies Associate of Arts degree program. It also has important applications for

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 generally transfers 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.

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. Intrapersonal Communication Theory

E. Interpersonal Communication Theory

F. Small Group Communication Theory

G. Rhetoric

H. Organizational Communication Theory

I. Mass Communication Theory

J. Intercultural Theory

VI. A. Course 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 regarding communication theories (GE 1)

3. use discipline-specific information, sources, and/or databases to acquire reliable data about communication theory and practice (GE 5, IL)

4. apply communication theory to interactions regarding diverse individuals and groups (GE 5, 8, *)

5. recognize ethical issues in communication practices (GE ER, *)
(*Embedded critical thinking)

B. Assessment Instruments

1. research paper or project
2. exams
3. presentations
4. discussion questions
5. reading quizzes
6. class participation
7. communication skill activities

VII. Grade Determinants

- A. research paper or project
- B. quizzes
- C. tests
- 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. computer-assisted instruction
- D. guest speakers
- E. student oral presentations
- F. simulation/role playing
- G. student collaboration
- H. journal writing
- I. independent study

VIII. Texts and Materials

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

(Please Note: The course outline is intended only as a guide to course content and resources. Do not purchase textbooks based on this outline. The RVCC Bookstore is the sole resource for the most up-to-date information about textbooks.)

IX. Resources

- A. internet resources
- B. databases
- C. archives
- D. video project
- E. subject matter experts

X. Check One: ☐ Honors Course ☐ Honors Options ☒ N/A