

**University of Arkansas - Fort Smith
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General Syllabus

MCOM 2223 Communication Theory

Credit Hours: 3

Lecture Hours: 3

Laboratory Hours: 0

Prerequisite: SPCH 1203 Introduction to Speech Communication or MCOM 1203 Introduction to Media Communication

Effective Catalog: 2018-2019

I. Course Information

A. Catalog Description

Basic theory in the foundation of human communication, including basics of perception, listening, verbal and nonverbal cues, persuasion, cultural awareness, and self-awareness in a variety of communication settings.

B. Additional Information - None

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course students will be able to:

1. Apply basic skills of the scientific method by conducting a deductive or inductive research project based on a communication theory.
2. Demonstrate familiarity with the basic theories and theorists of communication by creating oral or mediated presentations.
3. Explain assigned theories and theorists contributions to the field.
4. Conduct and present face-to-face or mediated presentations demonstrating the practicality and application of communication theories.

B. University Learning Outcomes (ULO)

This course enhances student abilities in the following areas:

Analytical Skills

Critical Thinking Skills: Students will use analytical/critical thinking skills to draw conclusions and/or solve problems.

Communication Skills (written and oral)

Students will communicate effectively with a variety of audiences in any setting.

Ethical Decision Making

Students will provide feedback on the work of others, which presents them with ethical situations which must be resolved; students will discuss the situations and provide feedback accordingly.

III. Major Course Topics

- A. Communication models
- B. Traditions in the field of communication
- C. Cognitive dissonance theory
- D. Uncertainty reduction theory
- E. Social penetration theory
- F. Social exchange theory
- G. Groupthink
- H. Organizational culture
- I. Structuration theory
- J. Cultural studies
- K. Cultivation analysis
- L. Uses and gratifications theory
- M. Spiral of silence theory
- N. Scientific method

