

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

INTRODUCTION to COMMUNICATION SCIENCE

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
INTRODUCTION to COMMUNICATION SCIENCE	PR1138250	Fall Semester	3+0	3	6
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assist.Prof. Gabriela Oana OLARU				
Name of Lecturer(s)	Assist.Prof. Gabriela Oana OLARU				
Assistant(s)					
Aim	By defining the phenomenon of communication, it is to inform the student about communication processes, basic communication concepts, the structure of communication, its functions, features, types, relations of communication sciences with other disciplines, and communication models that emerge within the scope of impact research.				
Course Content	This course contains; Approaches Of Communication, Definition Of Concepts,The Communication Process,Basic Communication Theories and Models,Verbal, Nonverbal, Written and Visual Communication,Culture and Communication,Group Communication,Interpersonal Communication,Mid-Term Exam,New Communication Technologies,Communication and Perception,Communication and Society/ Social Change,Media Literacy,International Communication,Communication and Ethics.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Introduce communication theories that undergird the discipline.			12	A	
Improve and further develop student's communication skills in both the private and public area.			9	A	
Introduce cultural variables that affect human interaction in our multicultural society.			9	A	
Facilitate the development of critical thinking within the context of human communication.			16	A	
Illuminate the importance of public communication in maintaining an egalitarian and democratic society.			10, 9	D	
Encourage active self-analysis and invite critical adjustments in student's communication behavior.			9	A	
Teaching Methods	10: Discussion Method, 12: Problem Solving Method, 16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, D: Oral Exam				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Approaches Of Communication, Definition Of Concepts	The relevant week's section in the course source should be read.			
2	The Communication Process	The relevant week's section in the course source should be read.			
3	Basic Communication Theories and Models	The relevant week's section in the course source should be read.			
4	Verbal, Nonverbal, Written and Visual Communication	The relevant week's section in the course source should be read.			
5	Culture and Communication	The relevant week's section in the course source should be read.			
6	Group Communication	The relevant week's section in the course source should be read.			
7	Interpersonal Communication	The relevant week's section in the course source should be read.			
8	Mid-Term Exam	The relevant week's section in the course source should be read.			
9	New Communication Technologies	The relevant week's section in the course source should be read.			
10	Communication and Perception	The relevant week's section in the course source should be read.			
11	Communication and Society/ Social Change	The relevant week's section in the course source should be read.			
12	Media Literacy	The relevant week's section in the course source should be read.			
13	International Communication	The relevant week's section in the course source should be read.			
14	Communication and Ethics	The relevant week's section in the course source should be read.			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
<p>Fiske, John . Introduction to Communication Studies. London & New York: Routledge.</p> <p>The instructor's lecture notesSheila Steinberg, An Introduction To Communication Studies, Juta, 2007</p> <p>Schultze, Quentin, "Communication And Social Legitimation", In: Qualitative Sociology, Vol. 5(3), 224-240. Dean, J. "The Limits of Communication." In: Guernica Magazine, 1 Oct. 2012Annese, Susanna, "Mediated Identity in the Parasocial Interaction of TV", In: Identity, Vol. 4(4), 371-388.</p> <p>Friedman, Ted, "The World Of The WorldOf Coca-Cola", In: Communication Research, Vol. 19, 642-662</p>