

Module Code	AC-1201		
Module Title	Introduction to Communication		
Type of Module:	Major/Breadth		
Modular Credits: 4	Student Workload:	8 hours per week	
	Contact hours:	2 hours per week	
Prerequisite:	None		
Antirequisite:	None		
Aims/Objectives/Rationale:			
<p>There is no one widely accepted approach to the study of communication, since it is an interdisciplinary field with practitioners coming from a number of disciplinary backgrounds. Therefore, the first aim of this module is to introduce students to the wide variety of models there are in the study of communication. Given this number of different models and the different backgrounds of those studying the subject, students have to become familiar with quite dissimilar ways of looking at communication and able to handle concepts which may have their genesis in disciplines as separate as psychology or journalism. This being a first semester module, the second major aim of the module is to introduce students to habits of independent study, the necessity to come up with their own points of view and the willingness and ability to critique the idea of both themselves and others.</p>			
Module Content:			
<p>This module will cover a wide range of approaches from the seven traditions of communication, ranging from semiotics to sociocultural. Approaches that would be covered include theories by people like Barthes and Hall and areas like Uncertainty Reduction Theory, Accommodation Theory and Standpoint Theory. Students will explore the wide array of approaches to communication and present those that they find the most interesting.</p>			
Assessment	Examination: (2 hours)	40 %	Coursework: One Oral presentation (20%) Two Written critiques of other approaches (2x 20%)
			60 %
Textbook(s)/References :			
<p>Dainton, D., & Zelle, E. D. (2004). <i>Applying communication theory for professional life: A practical introduction</i>. Thousand Oaks, CA: Sage.</p> <p>Griffin, E. (2009). <i>A first look at communication theory</i>. (7th ed.). Glencoe, IL: McGraw Hill.</p> <p>Littlejohn, S. W., & Foss, K. A. (2007). <i>Theories of human communication</i> (9th ed.). Belmont, CA: Wadsworth.</p>			