

Wollo University

College of Social Science and Humanities

Department of Journalism and Communication

Department of Journalism and communication course outline; Year II Semester I

Course Title	Introduction to Communication				
Course Code	JoCo 2021				
Module Name	Communication				
Lecturer	Enatnesh Muluken Fetene				
Cr Hr.	3				
Status	Compulsory				
The Credit in CP	5				
Weekly ECTS of Course Element	Lecture	Tutorial	La b	Home Study	CP
	3			7	5

Lecturer's Address: Mobile: 0929403186

Email: enatneshmuluken@gmail.com

Course Description

This course introduces undergraduates to the scholarly study of communication and communication-related phenomena. It provides an overview of the basic concepts of communication and the skills necessary to communicate in a variety of contexts. Emphasis is placed on communication theories and techniques used in interpersonal, group, public, intercultural and mass communication situations. Upon completion, students should be able to explain and illustrate the forms and purposes of human communication in a variety of contexts.

Course objectives

Upon successful completion of this course, the student will demonstrate the following skills:

- Define the process of communication
- Explain communication competence and identify your own personal strengths and areas of needed improvement in one-to-one, small group, and one-to-many settings.
- Assess methods of language, nonverbal, and listening skills in a variety of settings;
- Identify the characteristics of a group and methods of creating an effective group climate;
- Analyze communication principles as they function in relationships, groups and public presentations using case studies and personal experience.
- Examine effects of self concept and perception on communication through a written assignment.
- Identify barriers to effective communication through an objective test.
- Explore communication in different cultural contexts using case studies and personal experience.

Course contents

Chapter one:

The Nature and Definition of Communication

- 1.1. Definition of Communication
- 1.2. The Need for Effective Communication
- 1.3. Historical Development of Communication
- 1.4. Purposes of Communication
- 1.5. Factors Affecting Communications

Chapter two: Types of Communication

- 2.1. Intrapersonal Communication
- 2.2. Interpersonal Communication
- 2.3. Group Communication
- 2.4. Organizational Communication
- 2.5. Mass Communication
- 2.6. Global Communication

Chapter three: Functions of Communication

- 3.1. Categories of Communication Functions
- 3.2. Problems with Communication Functions
- 3.3. Social and Personal Functions of Communication
- 3.4. Economic Functions of Communication

Chapter four: Schools and models of communication

- 4.1. The two major schools of communication
- 4.2. Shannon and Weaver's Model
- 4.3. Laswell's Model
- 4.4. Gerbner's Model
- 4.5. Westley and MacLean's Model

N.B. The reading materials and lists of necessary books for the course will be attached to the students through time with the topics we are covering.

Mode of Delivery

Lecture, assignments, presentations, quiz, mid and final exams

Assessment Methods

- A. Quiz.....(10%)
- B. Individual written assignment..... (15%)
- C. Individual presentation of the assignment..... (10%)
- D. Mid examination..... (25%)
- E. Final examination(40%)