

Description of Course Unit

Course unit title	Communication Theory
Course unit code	AK081301
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle bachelor
Year of study when the course unit is delivered (if applicable)	Second year
Semester/trimester when the course unit is delivered	Third semester
Number of ECTS credits allocated	
Name of lecturer(s)	
Learning outcomes of the course unit	<ol style="list-style-type: none"> 1. Students are able to implement concepts and differences in scientific disciplines, theories, paradigms and scope 2. Students are able to understand the implications and identify differences in communication science theory traditions 3. Students are able to implement concepts, development and application of communication theory 4. Students are able to explain the principles and character of the cybernetic tradition, social psychology tradition, socio-cultural tradition, rhetorical tradition, semiotic tradition, phenomenological tradition, critical tradition as well as understand their theories and look for examples in everyday life 5. Students are able to implement the character, context and objectives of intrapersonal communication and interpersonal communication, group communication and organizational communication, mass communication and new media, intercultural communication and international communication 6. Students are able to correctly use the theories of intrapersonal communication and interpersonal communication, group communication and organizational communication, mass communication and new media, intercultural communication and international communication 7. Students are able to analyze communication problems or issues in various contexts and solve them using relevant communication concepts and theories
Mode of delivery (face-to-face, distance learning)	Hybrid learning

Prerequisites and co-requisites (if applicable)	
Course content	<ol style="list-style-type: none"> 1. Concept and scope of scientific disciplines; Concept, definition, and character of theories and paradigms 2. Implications and nature of the seven traditions on communication research methods 3. History, development and implications of communication theories 4. Characteristics of the cybernetic tradition: Information integration theory : Value-expectancy theory: Consistency theory : Cognitive dissonance theory 5. Characteristics of the social psychology tradition: Attribution Theory, Social Judgment Theory, Elaboration-Likelihood Theory 6. Characteristics of socio-cultural traditions: Character of Iowa School thought, Character of Chicago School thought 7. Characteristics of the rhetorical tradition: Aristotle's Rhetoric, Argumentation 8. Characteristics of semiotic traditions: Pierce's Semiotics, Barthes' Semiotics, Saussure's Semiotics 9. Characteristics of the phenomenological tradition, History and development of phenomenology: Hermeneutics 10. Characteristics of critical traditions: Marxism, Frankfurt School, Feminism, Postmodernism 11. Theories of intrapersonal communication and interpersonal communication: Symbolic Interaction Theory, Self-Presentation Theory, Social Penetration Theory 12. Group and organizational communication theories: Groupthink, Effective Intercultural Work Group Theory, Weber's Bureaucratic Theory 13. Theories of mass communication and new media: Hypodermic Needle Theory, Cultivation Theory, Uses and Gratifications Theory, Agenda Setting Theory, Media Critical Theory, Computer Mediated Communication 14. Cultural communication theories and international communication: Hofstede's Cultural Dimensions, Facial Negotiation Theory
Recommended or required reading and other learning resources/tools	<ol style="list-style-type: none"> 1. Croucher, Stephen M. 2015. Understanding Communication Theory: A Beginner's Guide. Britania Raya : Taylor & Francis 2. DeVito, Joseph A. 2014. The Interpersonal Communication Book. London: Pearson 3. Griffin. 2006. A First Look at Communication Theory (6th ed.) Boston : McGraw Hill. 4. Littlejohn & Foss. 2009. Encyclopedia of Communication Theory. London: Sage Publications Ltd. 5. Littlejohn, Stephen W, Karen A. Foss, John G. Oetzel. 2021. Twelfth Edition Theories of Human Communication. .USA: Waveland Press 6. McQuail, Dennis. 2010. McQuail's Mass Communication Theory. 6t Edition. London: SAGE Publications 7. Morissan. 2021. Teori Komunikasi Individu Hingga Massa Ed Revisi. Jakarta: Kencana 8. Mulyana, Deddy. 2010. Komunikasi Lintas Budaya. Bandung : PT Remaja Rosdakarya. 9. Nasrullah, Rulli. 2018. Komunikasi Antar Budaya Di Era Budaya Siber. Jakarta: Prenada Media 10. Samovar, Larry A, Richard E. P, Edwin R. M, Carolyn S. 2016. Communication Between Cultures. USA:

	<p>Cengage Learning</p> <ol style="list-style-type: none"> 11. Sihabudin, Ahmad. 2022. Komunikasi antarbudaya: suatu perspektif multidimensi. Jakarta: Bumi Aksara 12. Thussu, Daya K. 2018. International Communication: Continuity and Change. London: Bloomsbury Publishing 13. Turner, Lynn H. dan West, Richard. 2008. Pengantar Teori Komunikasi Edisi 3 : Analisis dan Aplikasi-Buku 1. Jakarta : Salemba Humanika. 14. Vocate, Donna R. 2012. Intrapersonal Communication: Different Voices, Different Minds. Britania Raya : Taylor & Francis 15. Warren, Thomas L. 2017. Cross-cultural Communication: Perspectives in Theory and Practice. Britania Raya : Taylor & Francis
Planned learning activities and teaching methods	Collaborative learning, contextualizing, project based learning, problem based learning/ FGD
Language of instruction	English and Bahasa Indonesia
Assessment methods and criteria	Participatory activity, project based learning, problem based learning, quizzes, mid and final semester exams.

Communication Theory Assessment Rubric

A paper in the form of a printed document

Direction: Books and journals are a form of scientific publication.

1. Make a summary of maps, levels of perspective, and communication theories
2. Look for the characteristics and differences in the characteristics of each communication theory tradition.

A creative communication media presented in class

Direction: social phenomena that are popular or occur every day.

1. Look for references to communication theories at various levels or contexts
2. Look for examples of events that fit the theory
3. Analyze the case with appropriate theory
4. Present it to the class with an attractive creative display
5. Discuss

No	Criteria/Grade	80-100	65-79	50-64	40-59	0-39
1	Integration of knowledge	The paper demonstrates that the author fully understands and has applied concepts learned in the course. Concepts are integrated into the writer's own insights. The writer provides concluding remarks that show analysis and synthesis of ideas.	The paper demonstrates that the author, for the most part, understands and has applied concepts learned in the course. Some of the conclusions, however, are not supported in the body of the paper.	The paper demonstrates that the author, to a certain extent, understands and has applied concepts learned in the course.	The paper does not demonstrate that the author has fully understood and applied concepts learned in the course.	The paper demonstrates that the author has little understanding of the course.

2	Topic focus / Communication selection phenomenon	The topic is focused narrowly enough for the scope of this assignment. Popular, new, illustrating cases with appropriate communication concepts and theories	The topic is focused but lacks direction. The paper is about a specific topic but the writer has not established a position. only the case shows that popular	The topic is too broad for the scope of this assignment.	The topic has nothing to do with concepts and theories	The topic is not relevant with the given instruction.
3	Depth of discussion	In-depth discussion & elaboration in all sections of the paper.	In-depth discussion & elaboration in most sections of the paper.	The writer has omitted pertinent content or content runs-on excessively. Quotations from others outweigh the writer's own ideas excessively.	Cursory discussion in all the sections of the paper or brief discussion in only a few sections.	The discussion is superficial and not academic, with no relevant references.
4	Accuracy of analyzing with communication theory	Analyze with appropriate theory and analyze according to theoretical assumptions	Correct understanding of theory	Less able to explain important theoretical assumptions	Don't understand the theory	The writing is highly problematic and difficult to understand.
5	The attractiveness of communication/pres entation	The presentation style arouses the listener's curiosity and interest	The presentation style makes the listener understand, interested in listening, and motivated to participate	Read more notes	Always read notes (depending on notes)	Monotonous

