



Description of Course Unit

Course unit title	An Introduction to Communication Science
Course unit code	IT081236
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)	First year
Semester/trimester when the course unit is delivered	First semester
Number of ECTS credits allocated	3.2
Name of lecturer(s)	Kiagus Muhammad Faisal, Widiastiana Vista Wijaya, Guntur Widyanto
Learning outcomes of the course unit	<ol style="list-style-type: none"> 1. Mastering the theoretical concepts of Communication Science, being able to apply them logically, critically, innovatively, responsibly and respecting the work of others 2. Understand communication problems faced by contemporary society and be able to conduct research on digital communication, culture, public relations and media using various communication research methods
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. Basic Concepts, Scope, History, Communication Characteristics, and Communication Functions. 2. Basics, Dimensions, Goals, Effects, and Barriers to Communication. 3. Process, Components, and Communication Levels. 4. Basic Theories and Models of the Communication Process. 5. The Concept of Symbols and Signs: Information, Messages and Meaning in the Communication Process. 6. Concepts of Verbal and Non-Verbal Messages, and can apply them effectively in the Communication Process. 7. Basic Concepts of Intrapersonal Communication and

	<p>some theories.</p> <ol style="list-style-type: none"> 8. Basic concepts of interpersonal communication and several theories, and can apply them effectively. 9. Basic concepts of group communication and several theories, and can apply them effectively. 10. New Media and Communication Concepts in the Digitalization Era. 11. Basic concepts of mass communication and several theories 12. Basic concepts of organizational communication and several theories 13. Basic concepts of intercultural communication and several theories 14. Principles of Effective Communication in Communication Sectors in the Digitalization Era
Recommended or required reading and other learning resources/tools	<ol style="list-style-type: none"> 1. Fiske, John. (2011). Introduction to Communication Studies. Routledge. 2. Littlejohn, S. W. & Foss, K. A. (2014). Communication Theory. Salemba Humanika. 3. Mulyana, Deddy. (2010). Communication science: An Introduction. Rosdakarya Teenager. 4. McQuail, Denis. (2012). Mass Communication Theory. Salemba Humanika. 5. Rosengren, Karl Erik. (2012). Communication: An Introduction. SAGE Publications Ltd. 6. Ruben, B. D. & Stewart, L. P. (2006). Communication and Human Behavior. 7. Steinberg, S. (2007). An introduction to communication studies. Juta and Company Ltd. 8. West, R. & Turner, L. H. (2010). Introducing Communication Theory: Analysis and Application. McGraw-Hill. 9. A Primer on Communication Studies. https://2012books.lardbucket.org/books/a-primer-on-communication-studies/index.html Communication in the Real World: An Introduction to Communication Studies. https://open.lib.umn.edu/communication/ 10. Budi, Rayudaswati. (2010). Introduction to Communication Science. Cretakupa. 11. Hadi, I. P., Wahjudianata, M., & Indrayani, I. I. (2020). Mass communication. MASS COMMUNICATION. 12. Mukarom, Zaenal. (2020). Theories of Communication. UIN Sunan Gunung Djati.
Planned learning activities and teaching methods	Collaborative learning, contextualizing, project based learning, self-learning and relating to real life examples and experiences
Language of instruction	English and Indonesian
Assessment methods and criteria	Participatory activity, simple games project outcomes, quizzes, mid and final semester exams

An Introduction to Communication Science Assessment Rubric

Writing project on conventional platform.

Direction: chose one of the following topics as writing project topic.

1. Explain the basic concepts of Intrapersonal communication and some of its theories. The content is printed and presented.
2. Illustrate the basic concepts of Interpersonal Communication and some of its theories. The content is printed and presented.
3. Explain the basic concepts of group communication and some of its theories. The content is printed and presented.
4. Illustrate the concept of new media and communication in the era of digitalization. The content is recorded and presented.
5. Explain the basic concepts of mass communication and some of its theories. The content is recorded and presented.
6. Illustrate the basic concepts of organizational communication and some of its theories. The content is recorded and presented.
7. Explain the basic concepts of intercultural communication and some of its theories. The content is recorded and presented.

Mid-term test for Introduction to Communication Science course.

Direction: write 1000 words of written content. Choose one of the following topics as theme.

1. Write down one of the communication phenomena that occurs in the digital world using the existing communication models.
2. Write down one of the communication phenomena that occurs in society using existing communication models.

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	The topic is focused narrowly enough for the scope of this assignment. A thesis statement provides direction for the paper, either by statement of a position or hypothesis.	The topic is focused but lacks direction. The paper is about a specific topic but the writer has not established a position.	The topic is too broad for the scope of this assignment.	The topic is not clearly defined.	The topic is not relevant with the given instruction.

3	Cohesiveness	Ties together information from all sources. Paper flows from one issue to the next without the need for headings. Author's writing demonstrates an understanding of the relationship among material obtained from all sources.	For the most part, ties together information from all sources. Paper flows with only some disjointedness. Author's writing demonstrates an understanding of the relationship among material obtained from all sources.	Sometimes ties Together information from all sources. Paper does not flow - disjointedness is apparent. Author's writing does not demonstrate an understanding of the relationship among material obtained from all sources.	Does not tie Together information. Paper does not flow and appears to be created from disparate issues. Headings are necessary to link concepts. Writing does not demonstrate understanding any relationships	The writing is highly problematic and difficult to understand.
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