

Leiter et al (1999). The complete Reporter: Fundamentals of News Gathering, writing and Editing (7th edition). Allyn & Bacon: New York.

Saller F.C. (2009). University of Chicago press Ltd.USA.

Approved By: Name: _____ **Signature** _____ **Date** _____

Module Name: Communication Theories and Practices

Module Code: EnLaM3101

Module ECTS: 13ECTS

	ECTS	Lecture	Tutorial	Project	Home study	Total
Introduction to Communication Theories	3	32Hrs	19Hrs	----	30Hrs	81 Hrs
Public Relations & Practical Attachments	5	48Hrs	----	20Hrs	67Hrs	135Hrs
Business Communications	5	48Hrs	37Hrs	---	50Hrs	135Hrs

Module description

This module is an amalgam of communication theories, business communications, and public relations and practical attachment courses. The course public relations and practical attachments is offered throughout the semester. The module is designed to give students' opportunities to have theoretical and practical understanding about general communication theories, business communication and public relations. It also engages students to the real communication and business world and help them to apply theories and principles of communications and public relations in to the real situations.

Module Objectives

After completing the Module, students are expected to:

- understand the theories of communication, business communication and public relations
- analyze and synthesize the theories,
- apply the theories into practice,
- develop their written and spoken communication ability,

- respond to the businesses communication requirement,
- analyze real world situations vis-à-vis the theories introduced, and
- be able to adapt theories to Ethiopian or local environment.

Course Guidebook

Course title /Code	Introduction to Communication theories (EnLa3101)					
Module Title	Communication theories and practices EnLaM3101					
Module coordinator	-----					
Instructor's Name	-----					
Instructor's Contact Information	Office Phone Email Office hour					
Course ECTS	3 ECTS					
Mode of delivery	Block					
Teaching Methods	Classroom contact/Lecture, group work, interactive tutorial sessions (group and pair work/discussions and individual work (independent learning).					
Student Work Load	Lecture	Tutorial	Lab/Practical	Home study Individual work	Total	
	32 Hrs	19 Hrs	0	30Hrs	81 Hrs	

Course Description	This course mainly focuses on exposing students to the variety of communication theories and their applications in the real world. It aims at giving learners an understanding of the communication process, communication models and theories, the general principles of communication and how they can be used to promote communication. It explores intrapersonal, interpersonal, group, inter-cultural and mass communication theories.
Course objectives	<p>Upon the completion of this course, students will able to:</p> <p>Describe a working knowledge of theories that explain a wide range of communication phenomena.</p> <p>Tell and distinguish various theories of communication</p> <p>Obtain an overview of media effects</p> <p>Provide a brief account of some of the most influential theories of communication</p>
Pre-requisite	None
Course Status	Compulsory

Weeks	Study Hours	Main Topic/Sub topic/s/ Chapter	Reading material /assignments	Student Activities
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1st		<p>Chapter 1: Introduction and historical contexts of communication theories</p> <p>Nature and definition of communication</p> <p>Types of communication</p> <p>Purposes of communication</p> <p>Historical development of communication theories</p> <p>Criteria for good theory</p> <p>Chapter 2: Intrapersonal Communication Theories</p> <p>Symbolic interaction</p> <p>Hierarchy of needs</p> <p>Attribution theory</p> <p>Constructivism</p> <p>Chapter 3: Messages</p> <p>Information theory</p> <p>Meaning of meaning</p> <p>Coordinated management of meaning</p> <p>Nonverbal expectancy</p>	<p>West, R. and Turner, H.L. (2010). Griffin, Em. 1994.</p> <p>West, R. and Turner, H.L. (2010)</p> <p>West, R. and Turner, H.L. (2010)</p>	<p>Identify possible topics for the term paper from their day to day communication scenarios, and experiences</p> <p>3 Tests, out of 20, at the end of chapter 1, 2, and 3</p> <p>Analyze the</p>
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		Media effects Social learning theory Agenda setting Spiral of silence Hypodermic needle theory Two steps flow theory	Stone, G. and etal. 2003	
	Final Exam			

Course Policy	<p>Attendance: It is compulsory to come to class on time and every time. If you are going to miss more than three classes during the term, you should not take this course.</p> <p>Assignments: you must do your assignment on time. No late assignment will be accepted.</p> <p>Tests/Quizzes: you will have short quizzes and tests almost every week. If you miss the class or, are late to class, you will miss the quiz or test. No makeup tests or quizzes will be given. You are expected to observe the rules and the regulations of the University as well.</p> <p>Cheating/plagiarism: you must do your own work and not copy and get answers from someone else. The only way to learn English is to do the work yourself.</p> <p>Also, please do not chew gum, eat, listen to recorders or CD players, wear sunglasses, or talk about personal problems. Please be sure to turn off pagers and cell phones before class and exam sessions</p>
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Assessment

1. Continuous Assessment (50%)

- Quiz10 %
- Term-Paper Group10 %
- Term Paper Individual10%
- Test 110 %
- Test 210%

2. Final Exam (50%)

References

- Akmajian et al. (1995). Linguistics: An Introduction to Language and Communication
Anker, A and et al. (2006). Communication Theory. http://en.wikibooks.org.communication_theory
Fiske John. (1990). Introduction to communication studies. Routledge, New York.
Griffin, Em. 2012. A first look at communication theory. Mc Graw Hill. New York
Holmes, D. (2005). Communication theory: media, technology and society. London: Sage Publications
John, C.F. 1981. Applied communication research: a dramatistic approach
Stone, G. and et al. 2003. Clarifying communication theories
West, R. and Turner, H.L. (2010). Introducing Communication Theory: Analysis And Application. 4th ed. New York: McGraw Hill.

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