

COURSE OUTLINE

PART A: COMMON COURSE OUTLINE

Education Council Approved _____
date

Calendar Information

1. Course Title and Number

Communication 100

2. Calendar Description

An introduction to the ways in which people share meaning. As a result of this course, you will develop the ability to analyze and discuss the reasons why a message achieves, or fails to have its desired impact and interpretation. There will also be an examination of intrapersonal, interpersonal and small group communication with the intent of helping you master the communication process.

3. Pre-requisites

None

4. Co-requisites

None

5. Course Particulars

(a) Credits; 3.0

(b) Components:
lecture 100%

(c) Is the course available by distributed education? No

(d) Contact Hours:

Hours per week: 3

of weeks: 14

Total contact hours: 42

(e) Is prior learning assessment available for this course? No

6. Intended Learning Outcomes

The Student Will Be Able To

1. Explain perception and reception and the roles of each in the communication process
2. Analyze a communication situation in terms of sender, receiver, message and feedback
3. Identify and explain the four arenas of communication; intrapersonal, interpersonal, public and mass.
4. Explain and apply the fundamental theories of verbal language.
5. Explain and apply the fundamental theories of non-verbal language.
6. Explain and apply the fundamental theories of self concept.
7. Explain and apply the fundamental theories of group dynamics.

PART B: COURSE DETAILS

Instructor: Andy Bryce

8. Course Content Outline

1. Understand and explain perception and reception and the roles of each in the communication process
 - a. Give a working definition of communication
 - b. Explain sensory reception
 - c. Explain perception
2. Analyze a communication situation in terms of sender, receiver, message and feedback
 - a. Identify a sender and explain his/her role
 - b. Identify a receiver and explain his/her role
 - c. Explain how messages are sent
 - d. Explain the importance of feedback
8. Identify and explain the four arenas of communication; intrapersonal, interpersonal, public and mass.
 - a. Identify and explain intrapersonal communication
 - b. Identify and explain interpersonal communication
 - c. Identify and explain public communication
 - d. Identify and explain mass communication
3. Explain and apply the fundamental theories of verbal language
 - a. Explain how verbal language is a code
 - b. Explain and apply how to avoid breakdowns of language
 - c. Identify explain metatalk
 - d. Identify levels of abstraction and explain their impact on language
 - e. Explain the difference between fact and inference
4. Explain and apply the fundamental theories of non-verbal language
 - a. Define non-verbal language
 - b. Identify and explain Kinesics
 - c. Give two examples of an Emblem
 - d. Explain why Emblems are highly cultural
 - e. Define and give an example of an Illustrator
 - f. Define and give an example of a Regulator
 - g. Define and give an example of an Adaptor
 - h. Define and give an example of Proxemics
 - i. Define and give an example of Objectics
 - j. Define and give an example of Paralinguistic features
5. Explain and apply the fundamental theories of self concept
 - a. Understand and explain the role self awareness plays in self concept
 - b. Understand and explain self image
 - c. Understand and explain self esteem
 - d. Understand and explain the concept of a self-fulfilling prophecy
 - e. Understand and explain the Johari window and the role it plays in interpersonal communication
7. Explain and apply the fundamental theories of group dynamics
 - a. Outline the characteristics of a small group
 - b. Explain the importance of the concerns of individuals within a small group
 - c. Outline leadership structures
 - d. Outline the characteristics of a good leader
 - e. Outline deviant personality behaviours that harm group trust
 - f. Outline both positive and negative roles in groups.

9. Basis of Student Assessment (Weighting)

- (a) Quizzes 70%
- (b) Final Exam 25%
- (c) Attendance 5%

10 Course Schedule

- (a) Class Hours
 - Monday 9:00-10:30
 - Wednesday 9:00-10:30

11. Required Materials

- (a) Texts: None
- (b) Other: As Required

12. Bibliography

N/A

13. Instructor Information

- (a) On site hours: Mon-Fri 8:00-4:00
- (b) Location Y311A
- (c) Phone 370-3394 Alternative 598-9476
- (d) E-mail bryce@camosun.bc.ca