

**CAMOSUN COLLEGE**  
**School of Arts & Science**  
**Department**

**COURSE OUTLINE**

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**PART A: COMMON COURSE OUTLINE**

**Effective September 2004**

**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**

1. Understand and explain the 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. Understand and explain the four arenas of communication
4. Understand and explain verbal language
5. Understand and explain non-verbal language
6. Understand and explain self concept
7. Understand and explain group dynamics

## 7. Grading System

The following percentage conversion to letter grade will be used:

A+ = 95 - 100%

A = 90 - 94%

A- = 85 - 89%

B+ = 80 - 85%

B = 75 - 79%

B- = 70 - 74%

C+ = 65 - 69%

C = 60 - 64%

D = 50 - 59%

F = 0.0 - 49%

Approved: \_\_\_\_\_ / \_\_\_\_\_  
                        Chair                        Date                        Dean                        Date

## **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. Define communication
  - b. Understand and explain sensory reception
  - c. Understand and explain perception
2. Analyze a communication situation in terms of sender, receiver, message and feedback
  - a. Understand and explain the role of the sender
  - b. Understand and explain the role of the receiver
  - c. Understand and explain how messages are sent
  - d. Understand and explain the importance of feedback
3. Understand and explain the four arenas of communication
  - a. Understand and explain intrapersonal communication
  - b. Understand and explain interpersonal communication
  - c. Understand and explain public communication
  - d. Understand and explain mass communication
4. Understand and explain verbal language
  - a. Understand and explain verbal language as a code
  - b. Understand and explain how to avoid breakdowns of language
  - c. Understand and explain metatalk
  - d. Understand and explain levels of abstraction and their impact on language
  - e. Understand and explain the difference between fact and inference
5. Understand and explain non-verbal language
  - a. Define non-verbal language
  - b. Understand and explain Kinesics
  - c. Give two examples of an Emblem
  - d. Understand and 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. Understand and explain Proxemics
  - i. Understand and explain Objectics
  - j. Understand and explain Paralinguistic features
6. Understand and explain 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. Understand and explain 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