

College Document # _____

UCC Document # 151

Review Type: Edit Exp Full

CATALOG YEAR 2014-2015

COLLEGE/SCHOOL/SECTION: COAS Department of Psychology and Communication

Course: Add: Delete:
(check all that apply) Change: Number Title SCH Description Prerequisite

Response Required: New course will be part of major minor as a required or elective course

Response Required: New course will introduce , reinforce , or apply concepts

If new, provide Course Prefix, Number, Title, **Measurable** Student Learning Outcomes, SCH Value, Description, prerequisite, and lecture/lab hours if applicable. If in current online catalog, provide change and attach text with changes in red and provide a brief justification.

JUSTIFICATION: This course will be part of the future Master in Arts in Communication. In the meantime, it will be offered as elective for other graduate programs in TAMIU.

COMM 5301 Communication Theories

Course description

The course provides a survey and critical examination of the main theoretical approaches in the fields of mass, international and organizational communication. The course is intended to acquaint students with the conceptual foundations and epistemological bases of the three basic areas available in the graduate program in communication.

Learning outcomes

1. The students will analyze and compare the different theoretical approaches prevailing in the fields of mass, international and organizational communication.
2. The students will analyze and compare the different methodological strategies and techniques used by the different theoretical approaches in the empirical inquiry of communication processes.
3. The students will apply theoretical concepts in the analysis of media and organizations in the border and the inter-American contexts.

Course purpose

The purpose of this course is to introduce the current contemporary debates within communication theories scholarship, reinforce the most fundamental theoretical concepts and constructs in the scientific field of communication and apply them creatively in the analysis of communication phenomena in contemporary societies.

Prerequisites: Graduate standing. This is a required course for any student enrolled in the graduate program in Communication.

Class format:

Class will consist of a mixture of lecture, discussion and in class activities. Active participation in class is strongly encouraged. Students will also find and analyze research articles recently

published in major communication academic journals. They will read extensively seminal texts in communication theories and will be required to write a final paper applying theoretical communication concepts to relevant contemporary issues and phenomena. Students will be strongly prompted to present their final papers in academic conferences.

Approvals:	Signature	Date
Chair Department Curriculum Committee	_____Joquina Reed_____	2/19/14
Chair Department	_____	_____
Chair College Curriculum Committee	_____	_____
Dean	_____	_____

02/2012