CMNS 110
INTRODUCTION TO COMMUNICATION THEORY

CATALOGUE DESCRIPTION:
An introduction to selected theories about human communication. The course discusses the nature of self, spoken language, and non-verbal communication. It also examines the technological extensions of language and culture and the role of writing, print and electronic media in shaping perception.

COURSE PREREQUISITES: None.

COURSE COREQUISITES:

HOURS PER TERM
FOR EACH STUDENT
LECTURE 40 HRS
LABORATORY HRS
SEMINAR 20 HRS
STUDENT DIRECTED LEARNING HRS
FIELD EXPERIENCE HRS

TOTAL 60 HRS

COLLEGE CREDIT NON-TRANSFER
TRANSFER AAAAA¿ COLLEGE CREDIT NON-TRANSFER AAAAA¿
AAAAAU CREDIT AAAAAU

TRANSFER STATUS (Equivalent, Unassigned, Other Details)

UBC N/A

SFU CMNS 110

UVIC N/A

OTHER (specify) N/A

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DEAN OF CAREER PROGRAMS
## CMNS 110

### NAME & NUMBER OF COURSE

### COURSES FOR WHICH THIS IS A PREREQUISITE:

- CMNS 210
- CMNS 215
- CMNS 221

### RELATED COURSES

### TEXTBOOKS, REFERENCES, MATERIALS (List reading resources elsewhere)

#### TEXTS:

- No Sense of Place, Joshua Meyrowitz
- Amusing Ourselves to Death, Neil Postman

#### REFERENCES:

#### REQUIRED AND RECOMMENDED READING SOURCES:

**Required:**

- All of *No Sense of Place*, Joshua Meyrowitz
- All of *Amusing Ourselves to Death*, Neil Postman
- Selected readings from Edward Hall and Harold Innis

**Recommended for Part I:**

- Selected readings from the work of:
  - George H. Mead
  - Erving Goffman
  - Benjamin Lee Whorf

**Recommended for Part II:**

- Selected readings from the work of:
  - Marshall McLuhan
  - Elizabeth Eisenstein
  - Edmund Carpenter
  - Walter Ong

**Recommended for Part III:**

- Selected readings from the work of:
  - Harold Innis
  - Marshall McLuhan

**Recommended for Part IV:**

- Selected readings from:
  - Peter Dahlgren
  - Herbert Marcuse
OBJECTIVES:
- To introduce some major theories/models of communication.
- To teach students how to critically assess these theories.
- To clarify differences between face-to-face and mediated communication.
- To introduce ways of examining individual behaviour/perception in light of how language is used (spoken, written, printed and electronically mediated).
- To develop critical thinking and academic writing skills.

METHODS:
- Lectures are developed to provide a model for explication and critical assessment of theories.
- Tapes and class discussion are used to illustrate concepts.
- The texts are not "covered" in lectures. Rather, students apply what they know about critical assessment by reviewing Neil Postman's and Joshua Meyrowitz's books.

STUDENT EVALUATION PROCEDURE:
Comparative Book Review ..................... 50%
Midterm .................................... 20%
Final Exam ................................. 30%

COURSE CONTENT
PART I: The Nature of Communication and the Development of Self
- Introduction to No Sense of Place and Amusing Ourselves to Death
- Intrapersonal communication
- Interpersonal communication
- Cross-cultural communication
- Speech and language

PART II: Orality and Literacy
- Oral tradition
- History and development of writing
- Writing and print
PART III: The Bias of Communication

- Innis: Concepts of Bias and Monopoly of Knowledge
- McLuhan: 'Medium is the Message', 'Global Village', and 'Hot & Cool Media'.

PART IV: Communications Methodologies

- Content Analysis
- Structuralism
- Semiotics
- Critical Theory