



Course Description

Academic level: Third level Semester: 1st semester - 2nd semester	Course title : theories of communication . Course code : COM302C
Credit units : 3 Theoretical :(3) practical : (-)	Department : RTV

❖ **Targeted Learning Outcomes:**

a. Information and concepts:

A/1- Mention the concept of the communication process, its components, and its most important types.

A/2- Mention the most important media theories and their assumptions.

A/3- Mention the function of the communication process in society.

A/4- Mention the strengths and weaknesses of the studied media theories.

A/5- Recognize the stages of development of the communication process.

A/6- Summarize the methods used in the communicative message.

A/7- Describes the psychological and social dimensions of the effects of media theories on the public.

A/8- Mention the persuasion strategies used in the media message.

A/9- Discusses the advantages and disadvantages of using each of the media theories.

A/10- Summarize the theories used via the Internet and social networks

B. mental skills:

B/1- Analyze the strengths and weaknesses of the media theories.

B/2- Choose the appropriate media theory when conducting media research.

B/3- Explains the reasons for the development of media theories.

B/4- Deduce the difference between the influencing factors used in the media message for each theory.

B/5- Choose the appropriate type of communication when sending the media message.

c. Professional skills:

C/1- Prepare a media research and discuss the theory that was used.

C/2- Evaluate and compare the hypotheses used with those of the main theory.

C/3- Evaluates the suitability of the theory used for the subject of the study.

C/4- Provides a presentation of the possibility of using an alternative theory when designing Media message.

D. General skills:

D/1- He uses the college library to view scientific theses.

D/2- Presents a summary of his study by making a presentation during the lecture.

D/3- Discusses and compares everything new in the field of media theories.

❖ **Content:**

- The concept of theory, and a historical view of the development of media theories.
- Theory of media dependence.
- The theory of priority setting and the criticisms leveled against it.
- The theory of the spiral of silence and its criticisms.
- Theory of news frameworks.
- Theory of the media gatekeeper.
- Mid - term exam.
- Theory of uses and effects.
- Social Presence Theory.
- The medium-rich theory.
- Theory of the third person effect.
- New media theories (eg: the public sphere, Remediation).
- Theories explaining violence in the media.
- New theories explaining the spread of rumors.
- final exam.
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❖ **Teaching and learning methods:**

- 1- Lecture (Live Teaching).
- 2- Discussion.
- 3- Show practical examples
- 4- Presenting practical models for applying theories in media research
- 5- Student assignments
- 6- Brainstorming .

❖ **Evaluation system:**

- 1- Mid term exam .
- 2- Student Assignments to assess the student's ability to research and investigate .
- 3- Discussing, participating and observing the behavior and performance of students in the lecture .
- 4- Final exam