SPCH120 : Introduction to Communication Theory

General Information

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Course Code (CB01) :	SPCH120
Course Title (CB02) :	Introduction to Communication Theory
Department:	SPCH
Proposal Start:	Spring 2025
TOP Code (CB03) :	(1506.00) Speech Communication
CIP Code:	(09.0101) Speech Communication and Rhetoric.
SAM Code (CB09) :	Non-Occupational
Distance Education Approved:	No
Will this course be taught asynchronously?:	No
Course Control Number (CB00) :	CCC000574486
Curriculum Committee Approval Date:	05/22/2024
Board of Trustees Approval Date:	07/16/2024
Last Cyclical Review Date:	05/22/2024
Course Description and Course Note:	SPCH 120 introduces students to human communication by studying basic communication models, fundamental theories, and research findings. Emphasis is placed on understanding the various forms of human communication and how researchers contribute to the communication field. Coursework encourages students to research, analyze, and apply communication theories to everyday communication practices. SPCH 120 prepares students for upper-division coursework in the communication discipline.
Justification:	Mandatory Revision
Academic Career:	• Credit
Mode of Delivery:	
Author:	
Course Family:	

Academic Senate Discipline

Primary Discipline:	• Speech Communication
Alternate Discipline:	No value
Alternate Discipline:	No value

Course Development

Basic Skill Status (CB08)

Course is not a basic skills course.

☐ Allow Students to Gain Credit by Exam/Challenge

Course Special Class Status (CB13)

Course is not a special class.

Pre-Collegiate Level (CB21)

Not applicable.

Grading Basis

- Grade with Pass / No-Pass Option

Course Support Course Status (CB26)

Course is not a support course

General Education and C-ID

General Education Status (CB25)

Not Applicable

Transferability

Transferable to both UC and CSU

Transferability Status

Approved

C-ID	Area	Status	Approval Date	Comparable Course
COMM	Communications Studies	Approved	08/28/2017	COMM 180 - Introduction to Communication Studies or Introduction to Communication Theory

IGETC Area	Area	Status	Approval Date	Comparable Course
4-Social Sciences	Social Sciences	Approved	08/28/2023	No Comparable Course defined.

CSU GE-Breadth Area	Area	Status	Approval Date	Comparable Course
D-Social Sciences	Social Sciences	Approved	08/28/2023	No Comparable Course defined.

Units and Hours

Summary

Minimum Credit Units (CB07)	3
Maximum Credit Units (CB06)	3
Total Course In-Class (Contact) Hours	54
Total Course Out-of-Class Hours	108
Total Student Learning Hours	162

Credit / Non-Credit Options

Course Type (CB04)

Credit - Degree Applicable

Noncredit Course Category (CB22)

Credit Course.

Noncredit Special Characteristics

No Value

Course Classification Code (CB11)	Funding Agency Category (CB23)	Cooperative Work Experience
Credit Course.	Not Applicable.	☐ Education Status (CB10)

☐ Variable Credit Course

Weekly Student Hours

	In Class	Out of Class
Lecture Hours	3	6
Laboratory Hours	0	0
Studio Hours	0	0

Course Student Hours

Course Duration (Weeks)	18
Hours per unit divisor	54
Course In-Class (Contact) Hours	
Lecture	54
Laboratory	0
Studio	0
Total	54
Course Out-of-Class Hours	
Lecture	108
Laboratory	0
Studio	0
Total	108

Time Commitment Notes for Students

No value

Units and Hours - Weekly Specialty Hours

Activity Name	Type	In Class	Out of Class
No Value	No Value	No Value	No Value

Pre-requisites, Co-requisites, Anti-requisites and Advisories

Advisory

ENGL101 - Introduction to College Reading and Composition

Objectives

- Read, analyze, and evaluate a variety of primarily non-fiction readings for content, context, and rhetorical merit with consideration of tone, audience, and purpose.
- Apply a variety of rhetorical strategies in writing unified, well-organized essays directed by a well-reasoned thesis statement with persuasive support.
- Develop varied and flexible strategies for generating, drafting, and revising essays.
- Analyze stylistic choices in their own writing and the writing of others.
- Write timed, in-class essays exhibiting acceptable college-level control of mechanics, organization, development, and coherence.
- Integrate the ideas of others through paraphrasing, summarizing, and quoting without plagiarism.
- Find, evaluate, analyze, and interpret primary and secondary sources, incorporating them into written essays using appropriate documentation format.
- Proofread and edit essays for presentation so they exhibit no disruptive errors in English grammar, usage, or punctuation.

OR

Advisory

ESL155 - Listening And Speaking V

<u>Objectives</u>

- Critically evaluate own and other's presentations, and provide substantive, constructive feedback.

Entry Standards

Entry Standards

Course Limitations

Cross Listed or Equivalent Course

Specifications

Methods of Instruction

Methods of Instruction	Lecture
Methods of Instruction	Discussion
Methods of Instruction	Collaborative Learning
Methods of Instruction	Multimedia

Out of Class Assignments

- Essay that responds, explains, analyzes, argues, and/or evaluates a communication theory
- Reading assignments from textbooks and/or journal articles
- Quizzes
- Journaling
- Oral presentations
- Comprehensive final exam

Methods of Evaluation	Rationale
Activity (answering journal prompt, group activity)	Discussions
Presentation (group or individual)	Group and individual oral presentations

Writing Assignment	Self and peer evaluation papers
Project/Portfolio	Oral and written assignments of sufficient length and complexity to require students to demonstrate independent research, organization, critical thinking and communication skills
Exam/Quiz/Test	Quizzes
Exam/Quiz/Test	Comprehensive final exam

Textbook Rationale

The Wood textbook while older still remains an effective recommended reference text.

Textbooks

Author	Title	Publisher	Date	ISBN
Griffin, Emory	A First Look at Communication Theory	McGraw Hill	2023	978-1264296101
Wood, Julia	Communication Mosaics: An Introduction to the Field of Communication	Wadsworth P	2017	978-0534572495

Other Instructional Materials (i.e. OER, handouts)

No Value

Materials Fee

No value

Learning Outcomes and Objectives

Course Objectives

Discuss the history of the study of human communication.

Explain the importance of theory as it relates to communication research and communication practice.

Evaluate a theory using at least four criteria identified in the course.

Discuss and evaluate at least three approaches to communication theory and research.

Analyze a communication event from two different theoretical perspectives.

Describe the theoretical approach embodied in a piece of communication research.

Summarize, critique, and apply communication theories to social and professional life.

SLOs

Articulate basic human communication theories and principles.

Expected Outcome Performance: 70.0

SPCH Speech/Communication - A.A. Degree Major	Apply critical thinking skills in the areas of speaking and listening
ILOs Core ILOs	Communicate clearly, ethically, and creatively; listen actively and engage respectfully with others; consider situational, cultural, and personal contexts within or across multiple modes of communication.

Demonstrate an understanding of human communication within particular contexts.

Expected Outcome Performance: 70.0

SPCH Speech/Communication - A.A. Degree Major	Apply critical thinking skills in the areas of speaking and listening
ILOs Core ILOs	Communicate clearly, ethically, and creatively; listen actively and engage respectfully with others; consider situational, cultural, and personal contexts within or across multiple modes of communication.

Apply communication theories to social and professional life.

Expected Outcome Performance: 70.0

ILOs Core ILOs	Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas.
	Communicate clearly, ethically, and creatively; listen actively and engage respectfully with others; consider situational, cultural, and personal contexts within or across multiple modes of communication.
SPCH Speech/Communication - A.A. Degree Major	Demonstrate increased appreciation of the speech communication process

Course Content

Lecture Content

History of Communication Study (7 hours)
- Defining Communication
- Verbal and nonverbal communication Models and perspectives

Traditions in Communication (4 hours)
- Historical Traditions
- Cultural Traditions

Communication Theory Fundamentals (13 hours)
- Theory definition
- Functions of theories
- Organize/categorize
- Explain, Predict, Control
- Guide further research
- Naive versus rigorous theories
- Criteria for evaluating theories
- Clarity Parsimony/elegance
- Logical consistency
- Empirical validity
- Testable quality
- Usefulness
- Heuristic value
- Theoretical scope
- The Process of theorizing
- Thinking

- Gathering information
- Organization
- Critical analysis
- Data analysis Construction
- The basics of research
- Literature search strategies
- Using electronic databases
- Designing research projects
- Qualitative
- Quantitative
- Mixed methods

Approaches to Communication Theory (10 hours)
- Cognitive and behavioral
- Rules, laws and systems
- Humanistic and scientific
- Critical and interpretive

Context-Specific Applications (13 hours)
- Interpersonal communication theories
- Small group communication theories
- Intercultural communication theories
- Rhetorical theories
- Organizational communication theories
- Mass communication theories
- Gender communication theories
- Emerging specializations
- Health and sciences communication
- New technologies communication
- Computer-mediated communication

Integration (7 hours)
- Common threads in communication theories

Total hours: 54

Additional Information

Is this course proposed for GCC Major or General Education Graduation requirement? If yes, indicate which requirement in the two areas provided below.

Yes

GCC Major Requirements

No Value

GCC General Education Graduation Requirements

Social Sciences

Repeatability

Not Repeatable

Justification (if repeatable was chosen above)

No Value

Resources

Did you contact your departmental library liaison?

No

If yes, who is your departmental library liason?

Jennie Quinonez-Skinner (Language Arts, Student Services)

Did you contact the DEIA liaison?

No

Were there any DEIA changes made to this outline?

No

If yes, in what areas were these changes made:

No Value

Will any additional resources be needed for this course? (Click all that apply)

No Value

If additional resources are needed, add a brief description and cost in the box provided.

No Value