

**FACULTY OF SOCIETY AND SCIENCE
COMMUNICATION THEORY**

Course code (LAIS):					
Study programme:	Media and Information Literacy, Strategic Communication and Governance				
Type of Study Program	<input type="checkbox"/>	Professional Master			
Type of Study course:	<input checked="" type="checkbox"/>	Compulsory course (Part A)			
	<input type="checkbox"/>	Professional specialization courses (Part B, compulsory)			
	<input type="checkbox"/>	Professional specialization optional courses (Part B, optional)			
	<input type="checkbox"/>	Elective courses (Part C)			
Course Workload:	Credits	ECTS	Academic hours	Contact hours	Independent work hours
	4	6	160	48	112
Course Author/ Tutor:	Liene Ločmele , PhD Candidate, liene.locmele@va.lv				
	Consultation: according to the schedule for each semester				
Course Form:	Full time studies				
Study year, semester:					
Language:	English				
Prerequisites for the Course:	n/a				
Course Summary:	The aim of the course is to prepare the students for the requirements of contemporary working environment by providing in-depth insight into communication, culture, and media effects theory and their correspondence to strategic communication, governance, media and information literacy practices.				
Course Methods:	Study activities: lectures, seminars, exam, etc. Types of study work and methods: literature studies, case analysis, etc.				
Assessment:	Examination				
Requirements for Credits:	<ul style="list-style-type: none"> • All the independent assignments should be submitted in a timely fashion. • Assignments should be fulfilled in compliance to the methodological instructions and the course description. • Students must adhere to the general principles of academic ethics as well as ViA Statement of Academic Ethics. If this is violated, the course cannot be completed. • Only after fulfilling all requirements, students are allowed to take the examination. • Students must adhere to the attendance requirements. • In order to pass the course students must receive at least grade 4 for group presentation, individual research project and its presentation. • The final assessment consists of: group presentation 40%, individual research project 40%, research project presentation 20% 				
Course Contents:	The course provides an overview of most influential communication theories with a special emphasis on prominent theories of culture and communication as well as the long- and short-term media effects on individual and societal level of analysis.				
Learning Outcomes; the evaluation methods and criteria	Learning Outcomes			The evaluation methods and criteria	
	Knowledge				
	Critical understanding of the most influential paradigms and theoretical traditions in the field of communication science			Group presentations, seminar discussions	
Understanding of exemplary communication, culture, and media effects theories and their applications to recent studies.			Group presentations, seminar discussions		

	<p>Skills</p> <p>Ability to apply communication, culture, and media effects theories to understanding and assessing particular societal practices and problems.</p> <p>Ability to independently organize personal and subordinates' further education about theoretically-based communication, culture and media effects solutions</p> <p>Ability to make theoretically informed decisions about the best possible communication solutions in changing or ambiguous circumstances.</p> <p>Competency</p> <p>Ability to gain, select and analyse academically trustful information about the use of communication, culture, and media effects theory in understanding contemporary communication issues.</p> <p>Ability to assess the consequences of own professional activity from the perspective of applied communication, culture, and media effects theories.</p> <p>Ability to participate in the development of communication-related professional sphere.</p>	<p>Research project, research project presentation</p> <p>Research project, research project presentation</p> <p>Research project, research project presentation</p> <p>Group presentation, seminar discussions</p> <p>Research project, research project presentation</p> <p>Seminar discussions, research project, research project presentation</p>
Course Compulsory literature:	<ol style="list-style-type: none"> 1. Bryant, J., Oliver, M. (2009). <i>Media effects: Advances in theory and research</i>. NY: Routledge. 2. Littlejohn, S., Foss, K. (2011). <i>Theories of Human Communication</i>. IL: Longrove. 3. Carbaugh, D. (2017). <i>The handbook of communication in cross-cultural perspective</i>. NY: Routledge 	
Course additional literature:	<ol style="list-style-type: none"> 1. Baldwin, J. R., Perry, S. D., & Moffitt, M. A. (Eds.) (2004). <i>Communication theories for everyday life</i>. Boston: Pearson. 2. Giles, H. (2012). <i>The handbook of intergroup communication</i>. NY: Routledge 3. Hofstede, G. (2005). <i>Cultures and organizations: software of the mind</i>. NY: McGraw-Hill 4. Holmes, D. (2005). <i>Communication theory: Media, technology and society</i>. London: Sage. 5. Infante, D. A. Rancer, A. S., & Womack, D. F. (2003). <i>Building communication theory</i>. Prospect Heights, IL: Waveland Press. 6. Miller, K. (2004). <i>Communication theories: Perspectives, processes, and contexts</i>. New York: McGraw Hill. 7. McCombs, M. (2012). <i>Setting the Agenda: the mass media and public opinion</i>. Cambridge: Polity 8. McQuail, D. (2010). <i>McQuail's mass communication theory (6th ed.)</i>. London: Sage. 4. Morgan, M. et.al. (2012). <i>Living with television now: advances in cultivation theory and research</i>. NY: Peter Lang 5. Nabi, R., Oliver, M. (2009). <i>The SAGE Handbook of Media Processes and Effects</i>. CA: SAGE Publications Inc. 	
Course confirmation date:	31.08.2019.	
Date of course description update:	18.04.2019.	

Study Course Plan:

Theme	Academic hours		Study Form
	Contact hours	Independent work hours	
The role of theory in the field of communication	4	12	Lecture
Applying communication theory while investigating the variety of communicative contexts	8	10	Lecture, seminar, groupwork
Applying media effects theory while understanding the relevant societal processes and problems	8	10	Lecture, seminar, groupwork
Applying theory of culture while exploring the communicative aspects of social life	8	10	Lecture, seminar, groupwork
Relevant researches from Latvian context	10	20	Seminar
Progress report of the individual research project	4	10	Workshop
Individual research project and its presentation	6	40	Seminar