

COMMUNICATION THEORIES

Course code	MNG242
Compulsory in the programme	<i>International Business and Communication</i>
Level of studies	<i>Undergraduate</i>
Number of credits	<i>6 ECTS (48 in-class hours + 6 consultation hours + 2 exam hours, 104 individual work hours)</i>
Course coordinator (title and name)	<i>Lect. Emilija Oleškevičiūtė</i>
Prerequisites	-
Language of instruction	<i>English</i>

THE AIM OF THE COURSE:

This course introduces students to communication theories and the research methods associated with each. Of particular emphasis is the application of these theories to personal, professional, and mediated settings. At the end of the course, students should be able to use the terminology associated with communication theories and apply them to communication events. Students should demonstrate spoken and written communication competence, analyze communication phenomenon from different perspectives as well as apply knowledge of communication theories to “real world” issues.

The particular objectives of this course are listed below:

MAPPING OF COURSE LEVEL LEARNING OUTCOMES (OBJECTIVES) WITH DEGREE LEVEL LEARNING OBJECTIVES (See Annex), ASSESMENT AND TEACHING METHODS

Course level learning outcomes (objectives)	Learning objectives for BSc in Social Science	Assessment methods	Teaching methods
CLO1. The student is able to explain and apply the key terms, definitions and concepts relating communication	BLO1.2 BLO4.1. BLO4.2. BLO4.3	Mid-term exam, final exam	Lectures, seminars, individual study, self-study in groups
CLO2. The student can analyse the impact of verbal and non-verbal communication on communication quality and effectiveness;	BLO1.2 BLO1.1 BLO4.1. BLO4.2. BLO4.3	Mid-term exam, homework assessment during seminars, final exam	Lectures, seminars, solving exercises, self-study
CLO3. The student can assess the role of the human factor over technological progress and mass communication devices;	BLO1.1 BLO4.1. BLO4.2. BLO4.3	Mid-term exam, homework assessment during seminars, final exam	Lectures, seminars, solving exercises, self-study
CLO4. The student can compare and contrast the major interpersonal, intercultural, organizational and global communication concepts and apply them in the assessment of	BLO1.2 BLO4.1.	Mid-term exam, homework assessment	Lectures, seminars, solving exercises, self-

practical everyday life situations	BLO4.2. BLO4.3	during seminars, final exam	study
CLO5. The student can evaluate the impact that culture and communication have on international business and multicultural organizations	BLO1.2 BLO4.1 BLO4.2. BLO4.3	Mid-term exam, homework assessment during seminars, final exam	Lectures, seminars, solving exercises, self-study
CLO6. The student can recognize and the underlying communication phenomena in real and fictional situations;	BLO1.2 BLO4.1 BLO4.2 BLO4.3	Mid-term exam, homework assessment during seminars, final exam	Lectures, seminars, solving exercises, self-study
CLO7. The student can participate in teamwork and display teamwork results in written or oral form, to be able to argue decisions	BLO1.2 BLO4.1 BLO4.2 BLO4.3	Group Project and presentation	Lectures, seminars, solving exercises, self-study
CLO8. The student can argue decisions, can question and respond to criticism and different opinions in debates and discussions.	BLO4.1 BLO4.2 BLO4.3	Homework assessment during seminars, group Project and presentation	

ACADEMIC HONESTY AND INTEGRITY

The ISM University of Management and Economics Code of Ethics, including cheating and plagiarism are fully applicable and will be strictly enforced in the course. Academic dishonesty, and cheating can and will lead to a report to the ISM Committee of Ethics. With regard to remote learning, ISM remind students that they are expected to adhere and maintain the same academic honesty and integrity that they would in a classroom setting.

COURSE OUTLINE

Topic	In-class hours	Readings
Introduction to communication theory. Theory development Craig's 7 traditions of Communication theories. Contexts of Communication Research Methods in Communication	4	<i>Applying communication theory for professional life</i> Dainton, M., & Zelley, E. D Ch. 1, 2
Cognition and intrapersonal communication Attribution Theory Correspondent inference theory Kelley's covariation model Uncertainty Reduction Theory Expectancy Violations Theory Cognitive Dissonance Theory (CDT)	4+4	Dainton, M., & Zelley, E. D Ch. 3



<p>Individual and social approaches to communication Nature Versus Nurture Emotional Intelligence and Transformational Leadership Three Message Design Logics (MDLs) Symbolic Interaction. Interactional Perspective on Workplace Generations</p>	4	Dainton, M., & Zellely, E. D Ch. 4
<p>Interpersonal Communication Politeness Theory Social Exchange Theory (SET) Dialectical Perspective Communication Privacy Management (CPM) Theory Hoffman's dramaturgical model</p>	4	Dainton, M., & Zellely, E. D Ch. 5
<p>Persuasion Elaboration Likelihood Model The Rhetoric Theory of Planned Behavior Inoculation Theory Narrative Paradigm Organizational storytelling</p>	4	Dainton, M., & Zellely, E. D Ch. 7
<p>Group Communication Functional Group Decision Making Groupthink Adaptive Structuration Theory Symbolic convergence theory (SCT)</p>	4	Dainton, M., & Zellely, E. D Ch. 8
<p>Organizational Communication Systems theory Organizational Culture Organizational Assimilation Theory Organizational Identification and Control (OIC) Organizing Theory</p>	4	Dainton, M., & Zellely, E. D Ch. 9
<p>Mediated communication Media and Social Media. Diffusion of Innovations Social Network Analysis Media Richness Theory Uses and Gratifications Theory (UGT)</p>	4	Dainton, M., & Zellely, E. D Ch.10
<p>Mass communication Agenda-Setting Theory Cultivation Theory Social Cognitive Theory Encoding/Decoding Theory. Semiotics The media business consolidation and globalization Digital and Global Media</p>	4+4	Dainton, M., & Zellely, E. D Ch.11 <i>Mass communication: Living in a media world</i> Hanson, R. E Ch. 2;, 9,10, 11
<p>Theory in context projects</p>	4	
	Total: 48 hours	
CONSULTATIONS	6	

MID-TERM EXAM	2	
FINAL EXAM	2	

FINAL GRADE COMPOSITION

Type of assignment	%
<i>Group Components 20%</i>	
Group Project and presentation	20
<i>Individual Components 80%</i>	
Mid-term exam	40
Final exam	40
Total:	100

DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT

(Provide short descriptions and grading criteria of each assignment)

1. The **mid-term exam** will account for 40% of the final grade. All the materials that were covered during the lectures and seminars up until the mid-term exam are relevant for the mid-term exam. Exam will consist of either open-ended questions or an essay type question.
2. The **final exam** will also account for 40% of the final grade and will include topics studied during the lectures and seminars after the mid-term exam. Exam will consist of either open-ended questions or an essay type question.
3. **Group Project and presentation (20%)**: To bolster students' research skills and to again demonstrate the practical usage of theories, they will select at least 2 theories out the ones from a given chapter (assigned by lottery). Students will form groups, gather primary research articles related to their chosen theories and present their results to the class during the last seminar in any chosen format: poster, video, role-play, etc. Presentation of the group project will account for 15% of the grade, whereas the rest 5% will account for the peer-evaluation of each team member.

RETAKE POLICY

If final (cumulative) mark of the course, including final exam score, is insufficient, students will be allowed to exercise their right of retake. The retake exam will cover all lectures and case-discussion topics discussed in class during the course. It will have 80 % and replace the 40% of mid-term exam plus 40% of the final exam. The lecturer reserves the right to choose the form of the exam (multiple choice/ open answer questions/ essay).

ADDITIONAL REMARKS

- Attendance and participation in the lectures and seminars are not obligatory, however strongly recommended. Studying solely from course book is not considered to be a sufficient preparation for the exam.
- The use of slides for the presentation of lecture contents is not mandatory. In any case, the slides are the intellectual property of teaching instructor who is not obliged to share or upload them. Students will have access to required e-books and other resources for self-study.

- **Students are expected to form groups totally on their own**, i.e., without intervention or mediation of the teaching instructor. Topics and dates will be assigned and scheduled for project presentations only to groups who sign up during the first 2 seminars. **Registration** for project groups will be closed after the 3rd lecture.
- **Emails** requesting group membership or later registration over the due time will not be replied.
- Students with particular needs regarding assignments may personally approach the teaching instructor right after lectures or seminars and request an appointment (live or remote) to be scheduled at the instructor's convenience.

REQUIRED TEXTS

Dainton, M., & Zelle, E. D. (2017). *Applying communication theory for professional life: A practical introduction* (4th ed.). Thousand Oaks, CA: SAGE.

Hanson, R. E. (2021). *Mass communication: Living in a media world* (8th ed.). SAGE. (only selected chapters)

ADDITIONAL READINGS

1. West R., Turner, L.H. (2014) *Introducing communication theory. Analysis and application*. McGill Higher Education.
2. *Communication studies: the essential resource* / [edited by] Andrew Beck, Peter Bennett and Peter Wall London: Routledge.
3. Duck, S. and McMahan D.T. (2009) *The Basics of Communication. A Relational Perspective*. Sage publications.
4. Owen, H. Saunders, Ch. Dickson, D. (1994). *Social Skills in Interpersonal Communication*. Routledge. Burton, G. and Dimblery, R. (2006). *Between ourselves. An Introduction to Interpersonal Communication*. Third Edition. Hodder Arnold.
5. Dan Rothwell, J. (2009). *In the Company of Others. An Introduction to Communication*. Third Edition Oxford University Press.



DEGREE LEVEL LEARNING OBJECTIVES

Learning objectives for the Bachelor of Business Management

Programmes:

International Business and Communication,

Learning Goals	Learning Objectives
Students will be critical thinkers	BLO1.1. Students will be able to understand core concepts and methods in the business disciplines
	BLO1.2. Students will be able to conduct a contextual analysis to identify a problem associated with their discipline, to generate managerial options and propose viable solutions
Students will be socially responsible in their related discipline	BLO2.1. Students will be knowledgeable about ethics and social responsibility
Students will be technology agile	BLO3.1. Students will demonstrate proficiency in common business software packages
	BLO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	BLO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	BLO4.2. Students will be able to convey their ideas effectively through an oral presentation
	BLO4.3. Students will be able to convey their ideas effectively in a written paper