

COM8001: SOCIAL SCIENCE THEORIES IN COMMUNICATION

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Social Science Theories in Communication

Subject Code

COM - Media and Communication

Course Number

8001

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

R8 - Research Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

EN8003

Exclusive Courses

Nil

Part II Course Details

Abstract

Introduce communication theories to students and help them identify their implicit theoretical hunches, articulate those ideas into a researchable question, search and review the extant literature, and then propose a theoretical framework to discover new knowledge in the relevant context. It is also designed to help students develop a thesis proposal through practice, discussion, and mutual critique.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Develop research problems and hypotheses, review the extant literature and discover new knowledge in the relevant domain	35	x	x	x
2	Analyze the structure, logic, and experience of thesis writing	35		x	
3	Discuss the standard, taste, and innovativeness of scholarship	30	x	x	

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Lectures on the principles and fundamentals for communication theories	1	Throughout the class
2	Analysis	Discuss and analyze “model” work	2, 3	Throughout the class
3	Discussion and presentation	Discuss the logic and experience of research development	2, 3	Throughout the class
4	Research proposal	Write research proposal based on a comprehensive review of the extant literature	1, 2, 3	NA

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	In-Class Discussion	1, 2, 3	10	
2	Reflection papers & pop-up quizzes	1, 2, 3	20	

3	Research proposal (presentation & written proposal)	1, 2, 3	70	
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Continuous Assessment (%)

100

Examination (%)

0

Minimum Continuous Assessment Passing Requirement (%)

0

Minimum Examination Passing Requirement (%)

0

Assessment Rubrics (AR)**Assessment Task**

In-Class Discussion (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

ABILITY to EXPLAIN in DETAIL and with ACCURACY the principles and methods used in communication research

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Reflection papers & Pop-up quizzes (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

ABILITY to comprehend TENETS of major theories and have a critical ASSESSMENT of theories

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Design and propose a research project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

CAPACITY for SELF-DIRECTED LEARNING to understand the principles of communication research

Excellent

(A+, A, A-) Strong

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

In-Class Discussion (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

ABILITY to EXPLAIN in DETAIL and with ACCURACY the principles and methods used in communication research

Excellent

"(A+, A, A-) Excellent demonstration of the ABILITY to EXPLAIN in DETAIL and with ACCURACY the principles and methods used in communication research"

Good

"(B+, B) Good demonstration of the ABILITY to EXPLAIN in DETAIL and with ACCURACY the principles and methods used in communication research"

Marginal

"(B-, C+, C) Marginally satisfactory demonstration of the ABILITY to EXPLAIN in DETAIL and with ACCURACY the principles and methods used in communication research"

Failure

"(F) Unsatisfactory demonstration of the ABILITY to EXPLAIN in DETAIL and with ACCURACY the principles and methods used in communication research"

Assessment Task

Reflection papers & Pop-up quizzes (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

ABILITY to comprehend TENETS of major theories and have a critical ASSESSMENT of theories

Excellent

"(A+, A, A-) Excellent demonstration of the ABILITY to comprehend TENETS of major theories and have a critical ASSESSMENT of theories"

Good

"(B+, B) Good demonstration of the ABILITY to comprehend TENETS of major theories and have a critical ASSESSMENT of theories"

Marginal

"(B-, C+, C) Marginally satisfactory demonstration of the ABILITY to comprehend TENETS of major theories and have a critical ASSESSMENT of theories"

Failure

"(F) Unsatisfactory demonstration of the ABILITY to comprehend TENETS of major theories and have a critical ASSESSMENT of theories"

Assessment Task

Design and propose a research project (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

CAPACITY for SELF-DIRECTED LEARNING to understand the principles of communication research

Excellent

"(A+, A, A-) Excellent demonstration of the CAPACITY for SELF-DIRECTED LEARNING to understand the principles of communication research"

Good

"(B+, B) Good demonstration of the CAPACITY for SELF-DIRECTED LEARNING to understand the principles of communication research"

Marginal

"(B-, C+, C) Marginally satisfactory demonstration of the CAPACITY for SELF-DIRECTED LEARNING to understand the principles of communication research"

Failure

"(F) Unsatisfactory demonstration of the CAPACITY for SELF-DIRECTED LEARNING to understand the principles of communication research"

Part III Other Information

Keyword Syllabus

Logic and craft of research. Conducting literature search and review. Writing for social sciences. Theoretical framework, research conceptualization, and hypothesis development. Methodology. Creativity and rigor.

Reading List

Compulsory Readings

Title	
1	NilBecker, Howard (1986). Writing for Social Scientists. Chicago: University of Chicago Press.
2	Chaffee, S.H. (1991) Communication Concepts 1: Explication. Newbury Park, CA: Sage
3	Merton, Robert K. (1966). Social Theory and Social Structure. New York: Free Press.
4	Bryant, J., & Oliver, M. B. (Eds.) (2008). Media effects: Advances in theory and research (3rd ed.), New York: Routledge.
5	Littlejohn, SW, & Foss, KA (2008). Theories of human communication. (9th ed.). Belmont, CA: Thompson Wadsworth.

Additional Readings

Title	
1	Nil