



# Communication Studies (CMNS) 301

## Communication Theory and Analysis (Revision 7)

**Status:** Replaced with new revision, see the **course listing** [↗](#) for the current revision **ⓧ**

**Delivery mode:** **Individualized study online** [↗](#) or **Grouped study** [↗](#) with **eText** [↗](#) , and **Video component** [↗](#) (Overseas students, please contact the University Library before registering in a course that has an audio/visual component)

**Credits:** 3

**Areas of study:** Arts or Social Science

**Prerequisites:** None

**Precluded:** None

**Challenge:** CMNS 301 has a challenge for credit option.

**Faculty:** **Faculty of Humanities and Social Sciences** [↗](#)

# Overview

CMNS 301 is a three-credit course that is intended to provide you with a grounding in the field of communication studies, a relatively new interdisciplinary field that draws many of its theoretical ideas about human communication from psychology, sociology, cultural studies, linguistics, philosophy, and literary studies. The course focuses on developing notions of mass communication in the twenty-first century and debates in the field.

## Outline

### **Part I: Introduction**

- Unit 1: Introduction to Theory

### **Part II: Persuasion**

- Unit 2: Classical Rhetoric and Public Communication
- Unit 3: Contemporary Rhetoric and Attitude Change
- Unit 4: Propaganda

### **Part III: Media and Culture**

- Unit 5: Semiotics
- Unit 6: Innis and McLuhan
- Unit 7: Uses and Effects Models of Mass Media
- Unit 8: The Frankfurt and Birmingham Schools and Critical Theory
- Unit 9: Agenda-Setting Theories in the Digital Age

## Objectives

*Communication Theory and Analysis* is intended to

- introduce you to a broad range of approaches to mass communication theory so that you can understand the ideas at play in the professional literature and in the practice of communication.
- increase your ability to analyze concepts and issues in mass communication theory, and to develop and defend your own positions on a variety of issues.
- help you to determine, through the exploration of debates and case studies, how the positions that you have developed might apply to circumstances arising in your professional practice.

## Evaluation

To **receive credit** [↗](#) for CMNS 301, you must *complete all assignments* and obtain a composite course grade of at least **D (50 percent)** [📄](#). The weighting of the composite mark is as follows:

Activity	Weight
Unit Journals (9x5% each)	45%
Critical Review	20%
Final Essay	35%
<b>Total</b>	<b>100%</b>

To learn more about assignments and examinations, please refer to Athabasca University's **online Calendar** [↗](#).

## Materials

Griffin, Em, et al. A First Look at Communication Theory. 10th ed.

Boston: McGraw-Hill, 2019.  (eText)

## eText

Registration in this course includes an electronic textbook. For more information on **electronic textbooks** [↗](#), please refer to our **eText Initiative site** [↗](#).

## Challenge for credit

### Overview

The challenge for credit process allows you to demonstrate that you have acquired a command of the general subject matter, knowledge, intellectual and/or other skills that would normally be found in a university-level course.

Full information about **challenge for credit** [↗](#) can be found in the Undergraduate Calendar.

### Evaluation

To **receive credit** [↗](#) for the CMNS 301 challenge registration, you must achieve a grade of at least **D (50 percent)** [↗](#) on the examination.




Activity	Weight
Take Home Exam	25%
Online Exam	75%
<b>Total</b>	<b>100%</b>



[Challenge for credit course registration form](#)

## Important links

› [Academic advising](#) [↗](#)

- › [Program planning](#) 
- › [Request assistance](#) 
- › [Support services](#) 

Athabasca University reserves the right to amend course outlines occasionally and without notice. Courses offered by other delivery methods may vary from their individualized study counterparts.

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*Updated July 5, 2023*

View [previous revision](#) 

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