## **Communication Theory 1.**

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*Tuesday 12.00-14.00*

*Foreign Language Centre (DExam Building), Room 20*

## **About the course**

The course provides an introduction to the major paradigms of communication theory, from information transmission to the thesis of culture formation. In addition to the reviewed theories, the course pays special attention to the various higher education traditions of teaching communication studies. As a foundational subject for students majoring in communication, it also clarifies the relationship between communication studies and related competencies of the labor market.

**Requirements**

The course can be completed by a written exam (colloquia) at the end of the semester, which will ask questions about the material from the lectures and the included literature.

**Topics, areas**

* Intrapersonal and interpersonal communication
* Mediated communication
* Group communication
* Mass communication
* Verbal and nonverbal communication
* The transmission, interaction, and transaction models of communication
* Denotation and connotation
* Culture and diversity, intercultural communication
* Performative communication
* Public speaking

**References**

E-learning: <https://elearning.unideb.hu/course/view.php?id=17017>

**Required literature**

* West, Richard – Turner, Lynn H. (2018). *Introducing Communication Theory. Analysis and Application*, McGraw-Hill Education, New York (Sixth Edition).
* Rosengren, Karl Erik: *Communication: An Introduction*. New York: SAGE, 2000.