



北京大學  
汇丰商学院

Peking University HSBC Business School

4717152  
Communication Theory  
1, 2018

**Course Information**

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**Instructor: LIU Yang**

Office: PHBS Building, Room

Phone: 86-755-2603- 5319

Email: liuyang@phbs.pku.edu.cn

Office Hour: 1:00-2:00 pm, Monday/Thursday

**Teaching Assistant:**

Phone:

Email:

**Classes:**

Lectures: 2:00-5:00 pm, Monday/Thursday

Venue: PHBS Building, Room 331

**Course Website:**

If any.

**1. Course Description**

**1.1 Context**

Course overview:

*This course aims to give an overall description of communication studies. Theories and relevant cases will be introduced and discussed from three dimensions, i.e. communicator, communicative content, communicative context. In this course, students are expected to be familiar with basic issues in communication studies and critically analyse new cases in this field.*

**1.2 Textbooks and Reading Materials**

Bryant, J., & Zillmann, D. (2008). *Media Effects: Advances in Theory and Research*. Lawrence Erlbaum Associates.

**2. Learning Outcomes**

**2.1 Intended Learning Outcomes**

| Learning Goals                     | Objectives   | Assessment (YES with details or NO) |
|------------------------------------|--|-------------------------------------|
| 1. Our graduates will be effective | 1.1. Our students will produce quality business and research-oriented documents. | Final paper                         |

|  |   |                                |
|--|---|--------------------------------|
| communicators.   | 1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.  | Presentation                   |
| 2. Our graduates will be skilled in team work and leadership.              | 2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.   | class discussion               |
|  | 2.2. Students will be able to apply leadership theories and related skills.   | Presentation                   |
| 3. Our graduates will be trained in ethics.                                | 3.1. In a case setting, students will use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it. | Final paper                    |
|  | 3.2. Our students will practice ethics in the duration of the program.  | Final paper                    |
| 4. Our graduates will have a global perspective.                           | 4.1. Students will have an international exposure.  | presentation                   |
| 5. Our graduates will be skilled in problem-solving and critical thinking. | 5.1. Our students will have a good understanding of fundamental theories in their fields.   | Final paper                    |
|  | 5.2. Our students will be prepared to face problems in various business settings and find solutions.  | Final paper                    |
|  | 5.3. Our students will demonstrate competency in critical thinking.   | Final paper & class discussion |

## **2.2 Course specific objectives**

### **2.3 Assessment/Grading Details**

Presentation of the journal article (20) +class discussion (15) +presentation of the paper draft (15) +final paper (50)

#### **Journal list:**

Journal of Communication, Communication Research, Journal of Computer-Mediated Communication, Communication Review, Human Communication Research, New Media & Society, Communication Monographs, Communication Theory, Critical Studies in Media Communication, Health Communication, Public Relations Review, Public Opinion Quarterly, Political Communication, Journalism Studies

### **2.4 Academic Honesty and Plagiarism**

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected

plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

### 3. Topics, Teaching and Assessment Schedule

| Session | Date   | Subject  |
|---------|--------|--|
| 1       | Sep.10 | Introduction   |
| 2       | Sep.13 | Knowledge Map of Communication Studies                           |
| 3       | Sep.17 | How to Understand COMMUNICATORS as MASS                          |
| u       | Sep.20 | Mass and elites in Communication Field                           |
| 5       | Oct.8  | Communication and Modernity                                      |
| 6       | Oct.11 | Introduction of Methodology and Methods in Communication Studies |
| 7       | Oct.15 | Communicative Content: Public Opinions, Rumours and Discourse    |
| 8       | Oct.18 | Identity I : ethnicity and nationalism                           |
| 9       | Oct.22 | Identity II : gender and communication                           |
| 10      | Oct.25 | Paradigms of Communicative Behaviors                             |
| 11      | Oct.29 | Paper Draft Presentation (1/2)                                   |
| 12      | Nov.1  | Paper Draft Presentation (2/2)                                   |