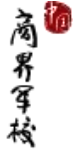




PHBS
北京大学汇丰商学院



Communication Theory Module 2, 2024-25

Course Information

Instructor: Soojin Roh, Ph.D.

Office: PHBS Building, Room 661

Email: sroh@phbs.pku.edu.cn

Office Hours: Monday & Thursday 10:30 a.m. – 12:00 p.m.; Wednesday 10:30 a.m. – 11:30 a.m. (or email for appointment)

Teaching Assistant:

Email:

Office: PHBS Building, Room 213/214

Office Hours:

Classes:

Lectures: **Monday & Thursday** 8:30 a.m. – 10:20 a.m.

Venue: PHBS Building, Room **TBD**

Course Website:

<http://cms.phbs.pku.edu.cn>

1. Course Description

1.1 Context

This course is designed to provide you with an overview of the major theories and approaches to the study of mass communication. These include social scientific studies of media effects, and the normative assumptions and expectations shaping media production and regulation. In addition to functioning as a “sampler platter” of these types of theories, this course will examine the context in which these approaches developed, the ways in which they are evaluated, and their impact on the field of communication. Students are expected to finish assigned readings before class to make sure you are ready to ask questions, agree, disagree, share relevant cases and experiences, as well as provide your own points of view.

1.2 Textbooks and Reading Materials

There is no required textbook for this course. Readings will be posted to CMS. Course reading materials are from different disciplines including communication, advertising, and marketing, among others.

2. Learning Outcomes

2.1 Intended Learning Outcomes

Learning Goals	Objectives	Assessment (YES with details or NO)
1. Our graduates will be effective communicators.	1.1. Our students will produce quality business and research-oriented documents.	Yes
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	Yes
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.	Yes
	2.2. Students will be able to apply leadership theories and related skills.	Yes
3. Our graduates will be trained in ethics.	3.1. In a case setting, students will use appropriate techniques to analyse business problems and identify the ethical aspects, provide a solution and defend it.	Yes
	3.2. Our students will practice ethics in the duration of the program.	Yes
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	Yes
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.	Yes
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	Yes
	5.3. Our students will demonstrate competency in critical thinking.	Yes

2.2 Course specific objectives

Over the course of the semester, we will be examining the following:

- The historical development of the major theories and paradigms of communication and the ways in which the underlying values and ideologies of these paradigms affect the study of audiences and media.
- The process of theory development, testing, and evaluation.
- The impact of these theories and approaches on the ways in which media and audiences are constructed.
- The usefulness of "mass" communication theory in a world of the internet & social media.

2.3 Assessment/Grading Details

Assessment task	Weighting
Class Participation (individual)	30%
Discussion Leader (group)	30%
Final Project - Research Proposal (group)	40%

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

NOTE: The instructor reserves the right to make changes to this timeline and the course.

Topics
Session 1: Introduction & Class Overview
Session 2: How We Got Here: Mass Communication & Mass Society
Session 3: Public Opinion, Shifting Approaches & Paradigms
Session 4: Cultivation / Desensitization
Session 5: Cognitive Processing of Mediated Message
Session 6: Selective Exposure & Knowledge Gap
Session 7 & 8: Social Norms, Identification, & Perceived Reality
Session 9: Hostile Media & Self
Session 10: Computer-mediated Communication
Session 11 & 12: New Media & Old Theory?
Session 13: Info Session for Final Project / APA Training
Session 14: Interpersonal Communication
Session 15: Health & Risk Communication
Session 16: Advertising & Marketing Communication
Session 17: Multitasking
Session 18: Final Presentation