

# COM8001: SOCIAL SCIENCE THEORIES IN COMMUNICATION

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## Effective Term

Semester A 2025/26

## 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 ("- " for nil entry)	Allow Use of GenAI?	
1	In-Class Discussion	1, 2, 3	10	In-person participation	No
2	Reflection papers & pop-up quizzes	1, 2, 3	20	Original thoughts only	No

3	Research proposal (presentation & written proposal)	1, 2, 3	70	For brainstorming and writing assistance	Yes
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**Continuous Assessment (%)**

100

**Examination (%)**

0

**Assessment Rubrics (AR)****Assessment Task**

In-Class Discussion (for students admitted before Semester A 2022/23 and in Semester A 2024/25 &amp; 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 &amp; Pop-up quizzes (for students admitted before Semester A 2022/23 and in Semester A 2024/25 &amp; 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

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**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"

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**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**

<b>Title</b>	
1	Nil