

LSPR Communication & Business Institute

Subject Syllabus

Subject Code : COMM11

Subject Title : Sociology of Communication & Cultural
Anthropology

Subject Specification : For students in Communication Science Study
Program

Subject Overview : This course discusses the concepts and theories of sociology and anthropological theory as the roots of communication science. In the theory and concept of sociology starting from a discussion of social interaction which includes, mass communication and society in a sociological perspective, the meaning and function of mass communication, contemporary mass communication, audience sociology, mass communication and socialization, the impact of mass communication and new media in changing people's life behaviour.

Course Objectives :

1. Able to understand the background to the birth of communication science related to science sociology and anthropology.
2. Able to understand sociology in communication science giving birth to mass media
3. Have knowledge of the influence of mass media and new media on changes in people's behavior
4. Able to understand Anthropology in Communication Science is language and symbols that have meaning according to culture.
5. Able to understand communication through social interaction processes that are guided by ethics and cultural norms

Course Method : The course will be conducted through interactive learning, it will consist of class discussion, students presentation, quiz, case study analysis , paper, assignment and exams.

Learning Outcome (Competence) :

- Knowledge : Understanding of foundational concepts and theories in sociology and cultural anthropology as they relate to communication science.

- Skill : Ability to critically analyze and evaluate sociological theories and concepts related to communication and media
- Attitude : Openness to diverse perspectives and cultural contexts, and a willingness to critically examine one's own assumptions and biases

Course content :

Week	Topic
1	Understanding the Relationship between Sociology and Anthropology and Communication Science
	Objects, Concepts and Theories of Sociology
2	Social Processes & Social Interaction I
	Social Processes & Social Interaction II
3	Communication Process
	New Media and Social Reality I
4	Sociological theories of communication
	New Media and Social Reality II
5	Culture and Personality
	Ethics of Cross-Cultural Communication
6	Personality and Socialization
	Differences in Customs, Culture and Civilization
7	Ethnography
	Assignment/Quiz/Review
8	Final Examination

Grading System :

In the Letter Grade System, the quantitative grades mean:

Grade	Symbo l	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Final Examinations	40%
Weekly Discussion	40%

Quiz	10%
Live Session Attendance	10%
TOTAL	100%

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the abovementioned items.

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Understanding the Relationship between Sociology and Anthropology and Communication Science	a. Background explanation the birth of Communication Science from b. Supporting sciences	1. Lecturer's presentation 2. Question and answer 3. Class discussion
	Objects, Concepts and Theories of Sociology	a Objects of Sociology of Communication, concepts, theories and b Sociological generalization Communication, and Development c Sociology of Communication	1. Lecturer's presentation 2. Question and answer 3. Class discussion
2	Social Processes & Social Interaction I	a Understanding Social Interaction b Forms of Social Interaction c Social Interaction Approach	1. Lecturer's presentation 2. Class discussion 3. Question and answer
	Social Processes & Social Interaction II	a. Understanding Social Processes b. Interactionism Theory Symbolic (Sociological studies and Anthropology)	1. Lecturer's presentation 2. Class discussion 3. Question and answer
3	Communication Process	a. Personal Communication b. Mass Communication	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
	New Media and Social Reality I	a. Definition and scope New Media b. Social reality	1. Lecturer's presentation 2. Class discussion

			3. Question and answer
4	Sociological theories of communication	a. Overview of the importance of sociology in understanding communication processes and phenomena. b. Introduction to key sociological theories that inform the study of communication, including structural-functionalism, conflict theory, symbolic interactionism, and critical theory.	2. Lecturer's presentation 3. Class Discussion 4. Question and answer 5. Practice
	New Media and Social Reality II	a The impact of New Media on Changes in behavior Public	1. Lecturer's presentation 2. Class discussion 3. Question and answer
5	Culture and Personality	a Definition of Culture b Cultural Elements c Cultural Function	1. Lecturer's presentation 2. Class discussion 3. Question and answer
	Ethics of Cross-Cultural Communication	a. Understanding Personality and Various Internal Factors Personality Development b. Formed personality Through Cultural Processes c. Development Theory Personality	1. Lecturer's presentation 2. Class discussion 3. Question and answer
6	Personality and Socialization	a. Verbal Language Ethics b. Non-Verbal Language Ethics	1. Lecturer's presentation 2. Class discussion 3. Question and answer
	Differences in Customs, Culture and Civilization	a. Definition of Custom; b. Definition of Culture; c. Definition of Civilization d. Customs, Ethics and Morals	1. Lecturer's presentation 2. Class discussion 3. Question and answer
7	Ethnography	a. The Reality of Anthropology and	2. Lecturer's presentation

		Science Language Science with Science Communication	3. Class discussion 4. Assignment 5. Case study
	Assignment/Quiz/Review		1. Lecturer's presentation 2. Class discussion
16		Final Examination	

Final Paper Guideline : Group Project or Group Presentation

References :

1. Hall, S. (2016). Representation: Cultural representations and signifying practices. London: Sage Publications.
2. Castells, M. (2013). Communication Power. Oxford: Oxford University Press.
3. Jenkins, H. (2018). Convergence Culture: Where Old and New Media Collide. New York: NYU Press.
4. Appadurai, A. (2013). Modernity at Large: Cultural Dimensions of Globalization. Minneapolis: University of Minnesota Press.
5. Bourdieu, P. (2011). Distinction: A Social Critique of the Judgement of Taste. London: Routledge.
6. Bungin, B. (2009). Sosiologi Komunikasi. Jakarta: Kencana.
7. Mulyana, D. (2008). Pengantar Komunikasi. Bandung: Rosda Karya.
8. Mulyana, D. (2010). Komunikasi Lintas Budaya. Bandung: Rosda Karya.
9. Soerjono, S. (1982). Sosiologi Suatu Pengantar. Jakarta: PT. Rajagrafindo Persada.
10. Ritzer, G., & Goodman, D. J. (Eds.). (Year). Teori Sosiologi Modern (6th ed.). Jakarta: Kencana Prenada Media Group.
11. McQuail, D. (1994). Mass Communication Theory (5th ed.). Sage Publications.
12. Syam, N. W. (2011). Filsafat sebagai Akar Ilmu Komunikasi. Bandung: Simbiosis Rekatama Media.

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