



**LSPR Institute of
Communication & Business**
The Leading Graduate School of Communication & Business | ASEAN Global Campus
POSTGRADUATE PROGRAMME

THE GUIDANCE OF TEACHING PROGRAMME

Postgraduate Programme of The London School of Public Relations-Jakarta

Revisi: 06

Course Subject	:	Advanced Communication Theory/Communication Studies		Lecturer	:	
Code of Subject / Credit	:	COM921/ 4 credit		Valid date / Semester	:	15 August 2021 / Odd 2021-2022

Subject description/ Overview	Advanced Communication Theory/Communication Studies courses emphasise the skills of students to be able to determine a wide range of communication theory applied to the object being observed in a natural setting or research interest respectively. Therefore, lecturing would be intended to provide in-depth understanding for students to be able to determine which communication theories are relevant to their thesis or non-thesis planned.
Specific Learning Outcomes	Knowledge : Students will be able to understand the communication theory will be used on their final project/thesis or non thesis.

	<p>Skill : Students will be able to apply the communication context, tradition in communication science, and research paradigm within their research (thesis or non thesis).</p> <p>Attitude : Students will be able to select the most appropriate topic of their final research following their interest and passion and critical perspectives to give a maximum benefit for society, academic and practical purposes through their research (thesis or non thesis).</p>
Grading & Evaluation Criteria	<p>Attendance : 10%</p> <p>Coursework : 40%</p> <p>Mid Exam : 20%</p> <p>Final Exam : 30%</p> <p>A (Excellent): 90-100; A- (High Distinction): 85-89,99; B+ (Fair): 80-84,99; B (Fair): 75-79,99; B - (Fail): below 74,9.</p> <p>Final Grades</p> <p>Grades will be assigned according to the following criteria:</p> <p>A : Excellent; Full mastery of the subject.</p> <p>A- : Extraordinary distinction.</p> <p>B+ : Good comprehension of the course materials; a good command of the skills needed to work with the course material, and the students have engagement with the course requirements and activities.</p> <p>B : Students work indicates an adequate and satisfactory comprehension of the course material and the skills needed to work with the course material and indicates the</p>

	<p>student has met the basic requirements for completing assigned work and participating in class activities.</p> <p>B- : Unsatisfactory and unworthy of course credit towards the degree.</p>
Class Environment / Policies	All modules will be communicated to students prior to the relevant class schedule usually one week through Edlink, email or via WA group. Students are expected to read the module and study the previous one(s) since the lecturer will check upon students' understanding of the previous module before proceeding to a new one.
Description of Teaching Method.	Lecturer will prepare the module or at least a slide presentation in the form of multimedia presentation as reference to the references of the course. The module should be given in advance to have learned before the sessions begin.
Academic Honesty: Anti Plagiarism Policy	We expect to see students' academic integrity and matching attitude. All assignments will need to have a signed declaration on the 2nd page (after the cover) that the material submitted is the students' own work and that all work taken from other sources is properly acknowledged (An example was given on Introduction of Postgraduate Studies).
Referencing Styles	The Postgraduate Programme applies APA (American Psychological Association) as a reference system for all paperwork (research, assignments, paper examination) in each subject (latest version is 7th Edition, 2019, however 6 th edition 2010 still applicable).
Course Work / Assignment	Each subject must have 4 Course Work to achieve the learning outcomes of students. The different kinds of Course Work can be given in one of the following forms - Simulations, Case Study, Focus Group Discussion, Presentation, Collaborative and Cooperative Learning, Project, etc.

Lecturers may add another things, if needed – by approval Programme Director/Director	-
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Session	Specific Objectives	Subject	Teaching Strategy		Assessment		Achievement	References
			Method	Duration	Task & Mechanism	Weighting	Indicators	
1	2	3	4	5		6	7	8
1	Students could recognize and understand the purpose of the subject and understand a classical paradigm.	<p>Introduction Explanation of</p> <ul style="list-style-type: none"> • Subject scheme • Methods • Assignment • References, • Grading systems • Brief's Session • Ethics <p>Paradigm (1). Differences of paradigm based on</p>	Lecturing Discussion	150'				<p>The Guidance of teaching programme.</p> <p>1st reference : Article: Michael J. Beatty and Paola Pascual-Ferrá. <i>The future of communication theory & research.</i></p> <p>2nd reference : Guba & Lincoln (2018) Paradigmatic, controversies,</p>

		<ul style="list-style-type: none"> • Ontologi • Epistemologi • Metodologi • Aksiologi <p>Classical Paradigm: Positivist and Post Positivist</p>						contradictions, & emerging confluences.
2	Students could explain the various research paradigms, controversies, contradictions and some of common ground among paradigm – 2 nd part.	<p>PARADIGM (2) Explanation of Critical Theories, Constructivism, Participatory, & Postmodernism paradigm.</p> <p>A glimpse of the future</p>	Lecturing Discussion	150'				2 nd reference : Guba & Lincoln (2018) Paradigmatic, controversies, contradictions, & emerging confluences.
3	Students could understand and explain the way of knowing a difference among communication theories in its tradition.	<p>Communication theory based on tradition (1) Mapping of communication theories based on tradition:</p> <ol style="list-style-type: none"> 1. Rhetorical 2. Semiotic 3. Phenomenology 4. Cybernetic 	Lecturing Discussion	150'	1#CW : assignment: Individual assignment specifies the paradigm and traditions used in 5 (five) communication articles in journals.	10%	Students can make a report and analysis in comprehensive approaches	5 th reference : <i>Communication theory as a field</i> by Robert T. Craig.
4	Students could understand and explain the way of	Communication theory based on tradition (2);	Lecturing Discussion	150'				5 th reference : <i>Communication Theory as a field</i> by Robert T . Craig.

	knowing a difference among communication theories in its tradition.	Mapping communication theories based on tradition : 5. Sociopsychological 6. Sociocultural 7. Critical tradition						
5	Students could understand and explain communication theory that will be used in daily life of people in society.	<p>“New” field of communication theory (1) Internet communication</p> <ul style="list-style-type: none"> • Gatekeeping challenges • Credibility • Media agenda • Media cultivation • Hyperlink networks • Revitalizing uses & gratifications • Diffusions of innovations 	Lecturing Discussion	150'	2#CW : Individual assignment determine compatibility between research background and problem formulation in 5 (five) communication articles in journals.	10%	Students can make a report and analysis in comprehensive approaches	<p>1st reference : Chapter 7 : Media Gatekeeping Chapter 8 : Agenda Setting Chapter 9 : Cultivation Analysis Chapter 11 : Uses and Gratification Chapter 31 : Diffusion of innovations</p>
6	Students could understand and explain communication theory that will be used in daily life of people in society.	New” field of communication theory (2) Corporate - Marketing Communication & Integrated Communication	Lecturing Discussion	150'				<p>1st reference : Chapter 30 : Corporate Communication Chapter 34 : Public relations and integrated communication</p>
7	Students could make research questions suitable with the research plan	<ul style="list-style-type: none"> • Title and problem recognition • Research topics • Research approaches 	Lecturing Discussion	150'				<p>6th reference : Chapter 1 & Chapter 4</p>

	including research paradigm and tradition in communication.	<ul style="list-style-type: none"> • Research formulation • Research objectives • Criteria of a good research questions • Common mistake 						
8	MID TERM EXAM	Analysis of correspondences between the backgrounds of the problems with research question that indicates of communications theory that will be used	Paper Submission			20%		
9	Students could understand and explain a differentiation of theories in different contexts of communication.	<p>Mapping; Mapping theories based on communication context and tradition.</p> <p>Communication theory perspectives by Em Griffin.</p> <p>Application of communication theory in research.</p>	Lecturing Discussion	150'				<p>4th reference : Part Two : Elements of communication model Part three : Context of communication.</p> <p>3rd reference.</p>

10	Students could understand and explain communication theories in accordance with different communication contexts.	Communication theory based on context: 1. The communicator 2. The message 3. Conversation 4. Relationship 5. Group 6. Organisation 7. The media 8. Culture & society	Lecturing Discussion	150'				4th reference : Part three : Context of communication.
11	Students could make academic literature in detail based on historical development of concepts / theories.	<ul style="list-style-type: none"> • Writing review of academic literature • explication of concepts/ theories • conduct deep analysis of the literature. • writing a literature 	Lecturing Discussion	150'	3#CW : Individual assignments conducting an explicate (deep analysis) of theories/concept s used in chapter 2.	10%	Students can make a report and analysis in comprehensive approaches	7th Reference : Chapter 1 : writing review Chapter 5, 6 & 7 : analysing literature for quantitative or qualitative research. Chapter 10 : writing guidelines.

12	Students could understand how to write articles in journals.	<ul style="list-style-type: none"> • Publication strategy • Criteria and selecting of publisher • generate publishing ideas • publishing process • common mistake of published 	Lecturing Discussion	150'				8th reference
13-15	Students could make a draft research of thesis/non thesis – Mini research proposals only consist of Chapter 1 & 2.	Design of communication research : title, research background, research formulation, 10 articles from journals, literature review, research framework, and APA styles.	Students Presentation	150'	#4th CW - Rubric Analytic (presentation & paper)	10%	Presentation skills and a content of minor thesis present.	
16	FINAL EXAM				Paper submission (Minor thesis/ Chapter 1-2)	30%		

REFERENCES

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11. Postgraduate Programme..(2020). *Thesis and Non Thesis Writing Manual*.
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Preparedby :	Checked by :	Authorized by :
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