

JAMESTOWN COMMUNITY COLLEGE
State University of New York

INSTITUTIONAL COURSE SYLLABUS

Course Title: Introduction to Communication

Course Abbreviation and Number: CMM 1510

Credit Hours: 3

Course Type: Lecture

Course Description: Students will be introduced to the theories, processes, and applications of verbal and non-verbal human communication and explore why and how people communicate (face-to-face, in public, through the mass media, etc.). Students will also examine the ways that new communication technologies are shaping private and public discourse. Students will gain the skills necessary to recognize and analyze communication failures and be able to apply those skills in the process of becoming more effective communicators.

Prerequisite: ENG 1510.

General Education Requirements Met

SUNY

Humanities

Student Learning Outcomes:

Students who demonstrate understanding can:

1. Identify the components of the communication process
 2. Compare theories of communication
 3. Explain how traditional and new communication technologies affect the communication process
 4. Explain how human communication operates in a number of contexts such as intrapersonal, interpersonal, group, organizational, intercultural, public and mediated
 5. Demonstrate the applicability of communication theory in real-life circumstances
 6. Recognize and analyze communication failures
 7. Think critically about communication messages in advertising, popular media and news
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Topics Covered:

- Introduction to models of communication
 - Development and perception of the self
 - Listening
 - Language
 - Non-verbal communication
 - Interpersonal communication
 - Improving interpersonal communication
 - Communication in small groups
 - Public communication
 - Intercultural communication
 - Mass media communication
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Information for Students

- Expectations of Students
 - [Civility Statement](#)
 - [Student Responsibility Statement](#)
 - [Academic Integrity Statement](#)
- [Accessibility Services](#)
Students who require accommodations to complete the requirements and expectations of this course because of a disability must make their accommodation requests to the Accessibility Services Coordinator.
- [Get Help: JCC & Community Resources](#)
- [Emergency Closing Procedures](#)
- Course grade is determined by the instructor based on a combination of factors, including but not limited to, homework, quizzes, exams, projects, and participation. Final course grade can be translated into a grade point value according to the following:

A=4.0	B+=3.5	B=3	C+=2.5	C=2	D+=1.5	D=1	F=0
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- Veterans and active duty military personnel with special circumstances (e.g., upcoming deployments, drill requirements, VA appointments) are welcome and encouraged to communicate these to the instructor.
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Effective Date: Fall 2021