

## Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
COM205	Theories of Communication	3	2	2	2	2	5

Prerequisites	
Admission Requirements	

Language of Instruction	French
Course Type	Compulsory
Course Level	Bachelor Degree
Objective	The course aims to initiate students to the principal approaches and theories concerning essentially mass communication and to develop their knowledge and critical ability about facts and problems in that field.
Content	<ol style="list-style-type: none"><li>1. Week: Modern society and mass communication</li><li>2. Week: Pioneers and Chicago School</li><li>3. Week: Advertorial, propaganda as facts of modern communication, the model stimulus-response and Laswell</li><li>4. Week: Cybernetic and "Information Theory"</li><li>5. Week: Functionalism and mass media</li><li>6. Week: Functionalism and "Uses and Gratifications"</li><li>7. Week: Midterm exam</li><li>8. Week: Approach historic and technologic: Innis</li><li>9. Week: Technological determinism: MacLuhan</li><li>10. Week: School of Frankfort 1: Instrumental raison and dissolution of the subject</li><li>11. Week: School of Frankfort 2: Culture and mass media</li><li>12. Week: Economy-politic approach</li><li>13. Week: Semiotics and cultural studies</li><li>14. Week: General evaluation</li></ol>
References	Paul Attalah, Théories de la Communication (Sens, sujets, savoirs) Paul Attalah, Théories de la Communication (Histoire, contexte, pouvoir)

## Theory Topics

Week	Weekly Contents
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