

1. Factual information				
Module title	Comm 127: Communication, Culture & Society	Level	4	
Module tutor	Dr Eva Malinaki	Credit value	15	
Module type	Lectures and seminars			
Mode of delivery	100% face-to-face			
Notional learning hours	Learning and teaching			
	Type of learning activity	Comprises	Hours	Weeks
	Timetabled contact:	Face to face delivery to include lectures, guest speakers and tutorials.	42	11
	Independent study:	Completion of day-to-day homework	108	12
Preparation for submitting assessments				

		Study for Exams		
			Total: 150	12

2. Rationale for the module and its links with other modules

The module is an elective for all BA Hons English students. It can serve to provide a foundation to both of the program's pathways (Language and Literature & Communication and New Media) by examining human symbolic activity from a combined humanistic and social science perspective, as well as helping students to practice and develop their communication skills. Covering a range of different forms and contexts of communication (interpersonal, group, public, mediated, verbal and non-verbal) and using cases and scenarios drawn from everyday life, the module explores the ways communication and culture interrelate and interact, with particular focus on the workings and failures, potentialities, and constraints of human communication.

3. Aims of the module

The module aims to develop a critical awareness and understanding of communication as a multifaceted and processual phenomenon, both shaped by social context, institutions, cultural norms and values, and constitutive of meanings, relationships, communities and identities.

4. Pre-requisite modules or specified entry requirements

None.

The module is linked with modules such as COMM 215: Foundations of Contemporary Media, COMM 219: Film Studies, COMM 233: Introduction to Journalism, COMM 227: Media Theory, COMM 317: Communicating through New Media, and COMM 345: Media Ethics in the Digital Age.

5. Is the module compensatable?

No

6. Are there any PSRB requirements regarding the module?

No

7. Intended learning outcomes

A. Knowledge and understanding

Program Learning Outcomes this module maps against:

Learning and teaching strategy

<p><i>At the end of the module, learners will be expected to:</i></p> <p>A1: Comprehend the complexity and significance of communication processes for social life, collective meanings and social action.</p> <p>A2: Demonstrate an understanding of the socio-cultural factors and conditions that influence how, why and with what effects people communicate.</p>	<p>A3, A4</p>	<p>Lecture, class readings, applied examples, audiovisual material, class discussions, exam</p>
---	----------------------	---

<p>B. Cognitive skills</p>	<p>Program Learning Outcomes this module maps against:</p>	<p>Learning and teaching strategy</p>
<p><i>At the end of the module learners will be expected to:</i></p> <p>B1: Suggest ways for effective communication in a variety of social contexts and situations.</p> <p>B2: Understand and evaluate key theoretical approaches used in the interdisciplinary field of communication</p>	<p>B3, B4</p>	<p>Presentation, working in groups, class discussions, exam</p>

C. Practical and professional skills	Program Learning Outcomes this module maps against:	Learning and teaching strategy
<p><i>At the end of the module, learners will be expected to:</i></p> <p>C1: Develop an awareness of the abilities, skills and values required to become an effective communication practitioner.</p> <p>C2: Develop knowledge, skills, and judgment around human communication that facilitate their ability to work collaboratively with others. Such skills could include communication competencies such as managing conflict, understanding small group processes, active listening, appropriate self-disclosure, etc.</p>	<p>C1, C2, C4</p>	<p>Case studies, class discussions, group debates, class readings</p>

D. Key transferable skills	Program Learning Outcomes this module maps against:	Learning and teaching strategy
<p><i>At the end of the module, learners will be expected to:</i></p> <p>D1: Apply effective communication skills to various personal, academic, and professional environments.</p> <p>D2: Be able to communicate ideas and information to different audiences.</p>	<p>D1, D2, D3, D4</p>	<p>Group debates, case studies, in-class activities, presentations, class discussions</p>

8. Indicative content.

This module focuses on the theoretical, critical, and empirical examination of fundamental communication systems, institutions, processes, and effects. Students will gain deep insight into the ways communication shapes our individual and collective social, political, economic, and cultural lives; both historical and contemporary, local, and global. Moreover, students will learn and employ a range of theories. Topics for study may include:

- Communication as a process and as symbolic activity.
- Types and functions of communication.
- Self and other in communication.
- Communication as impression management.
- Language, power, and culture.
- The rhetorical tradition.
- Styles and types of listening.
- Styles and types of speaking.
- Characteristics and types of non-verbal communication.
- Characteristics and dynamics of interpersonal communication.
- Managing interpersonal conflict.
- Types of groups and group communication.
- Conflict and problem-solving in groups.
- Public communication and public advocacy.
- Mediated communication, cultural meaning, and power. The ethics and rationality of social communication.

9. Assessment strategy, assessment methods and their relative weightings

Assessment strategy:

To pass this module students are required to submit (a) one creative assessment in the form of pair/group presentation along with a reflection essay, (b) a 1500-word research paper, and (c) take a 2-hour comprehensive exam. Individual or group class work, readings and other in-class activities will prepare students for the summative assessments.

Assessment Task	Weighting	Week submitted	Grading (Pass / Fail / %)	Module Learning Outcome(s) the assessment task maps to
1. Creative Assessment: Indicative content: Pair/Group presentation (10 mins) and Reflection Essay (1500 words)	35%	6th	%	A1, A2, B1, B2, C1, C2, D1, D2
2. Research Paper: Approx. 1500-word essay based upon the understanding of the various theoretical concepts discussed in the course.	35%	10th	%	A1, A2, B1, B2, C1, C2, D1, D2
3. Final in-class exam: Duration 2 hours	30%	12th	%	A1, A2, B1, B2

10. Teaching staff associated with the module

Instructor's name and contact details

Contact hours

Name: Dr Eva Malinaki / office #5, Constantinidis Hall	TBA
emalinak@edu.act / 6973329264	

11. Key reading list			
Author	Year	Title	Publisher
R. B. Adler & G. Rodman	2024 (15 th ed)	Understanding Human Communication	Oxford University Press
J. K. Alberts, Th. K. Nakayama & J. N. Martin	2019 (5th ed.)	Human Communication in Society	Pearson

12. Other indicative text (e.g. websites)
Further resources are found on ACTivity
<p>Also see:</p> <p>www.sagepub.com/warren (for additional learning tools and resources)</p> <p>http://www.communicationandconflict.com/index.html</p> <p>http://www.people-communicating.com/</p> <p>http://www.crisinfo.org/human-communication/</p>

13. List of amendments since last (re)validation			
Area amended	Details	Specific Guidelines	Date Central Quality informed
Status of module	Now: Major Elective	Updated course-book and assessments	Revalidation
Aims of the module	Updated to address developments in the field	Updated course-book and assessments	
Indicative content	Updated to address developments in the field	Updated course-book	

13. List of amendments since last (re)validation			
Area amended	Details	Specific Guidelines	Date Central Quality informed
Summative Assessments	Creative assessment included	<p>Midterm exam replaced with a video presentation as described below:</p> <ul style="list-style-type: none"> • Students work in groups of three to create a video presentation on one of the topics provided by the instructor. • The presentation can take the form of a skit, a ppt presentation with voice over, an animated presentation etc. 	

GRADING & ACADEMIC POLICIES

Absence Policy

Students are expected to attend and participate in all their courses throughout the term, including the first week. Those who fail to do so may be administratively withdrawn from individual courses of the College. **This may affect the students' scholarship and financial aid eligibility.**

A student is considered to have successfully attended a course if he/she has attended **75% of the course lectures**. Thus, for a typical ACT course with 42 hours of contact time, the maximum number of absences stands at **10 hours per course**. This corresponds to 8 sessions for courses taught on MWF and 5 sessions for those taught on TT. Please note that absences are counted on **an hourly basis**.

ASSESSMENT DEADLINES

Students must submit work by the deadlines set in the module outline. Where coursework is submitted late and there are no accepted extenuating circumstances it will be penalized in line with the following tariff: Submission within 6 working days: a 10% reduction for each working day late down to the 40% pass mark and no further. Submission that is late by 7 or more working days is refused, mark of 0. Submission after the deadline will be assumed to be the next working day. Mitigating circumstances will be evaluated by the AS&PC.

Assessment of non-degree students taking OU-validated courses (e.g., Study Abroad)

Same method of assessment, i.e. only “summative” assessments determine final grade. However, since those students are not pursuing an OU degree, they are not subject to resits or second marking, and final grade is calculated as the (weighted) average of all “summative” assessments, without requirement of passing all summative assessments to pass the course.

ACADEMIC INTEGRITY

All academic divisions at ACT, both undergraduate and graduate, will apply the following policy on academic integrity and be included in the syllabus:

“A student committing an act of Academic Dishonesty in a given course will receive an F (0 percentage points) in the assignment where the academic infraction took place. If a student commits an act of Academic Dishonesty for a second time in the same course, this student will receive a failing grade in that course”.

Your work will be graded according to the following Grade Descriptors:

Excellent (70- 100 points): *Superior performance*; excellent understanding, interpretation and critical analysis of topic supported by precise and pertinent scholarly references; meaningful and highly effective application of course-related material; high level of independent thought demonstrated; highly effective organization of ideas with excellent coherence and development; language use is clear, precise and appropriate with very minor lapses only; where relevant, highly original and creative while linking to material in a superb way.

Very Good (65-69 points High / 60-64 points Low): *Very good performance*; very good understanding, interpretation and critical analysis of topic supported by precise and pertinent scholarly references; meaningful and effective application of course-related material; very good level of independent thought demonstrated; effective organization of ideas with very good coherence and development; language use is clear and appropriate with minor lapses only; where relevant, original and creative while linking to material in a very good way.

Good (55-59 points High / 50-54 points Low): *Good performance*; good understanding, interpretation and critical analysis of selected topic supported by precise and pertinent scholarly references; relevant application of selected course-related material; evidence of independent thought demonstrated; good organization of ideas with satisfactory coherence and development; language use is mostly clear and appropriate with some lapses; where relevant, quite original and creative while linking to material in a good way.

Satisfactory (45-49 points High / 40-44 points Low): *Satisfactory performance-passable*; adequate understanding, interpretation and critical analysis of topic supported by precise and pertinent scholarly references; adequate attempt to apply selected course-related material; little evidence of independent thought demonstrated; adequate organization of ideas but with lapses in coherence and development; language use is fairly clear and mostly appropriate, but significant lapses are noticeable; where relevant, some attempt at originality and creativity with minimum linking to material.

Fail: (0-39): *Clearly below the pass standard*; basic understanding of the chosen topic shown with little or no attempt at interpretation or critical analysis, supported by few or no scholarly references; superficial or no attempt at application of course-related material; no evidence of independent thought; no coherent organization and development of ideas; language use is rarely clear or appropriate; where relevant, poor in originality and creativity with insufficient linking to material.

GRADING SCALE

Grade Description	UK points	US Letter Grade	US point grade
Excellent	70-100	A	4.0
Very Good (high)	65-69	A-	3.67
Very Good (low)	60-64	B+	3.33
Good (high)	55-59	B	3.0
Good (low)	50-54	B-	2.67
Satisfactory (high)	45-49	C+	2.33
Satisfactory (low)	40-44	C	2.0
Fail	0-39	F	0

