**CSK 2201 COMMUNICATION PROCESSES AND EFFECTS (Core)**  
This course introduces students to contemporary communication processes and effects. Basic processes involved in the production dissemination. Reception and impact communication are examined. The course investigates a variety of effects on individuals’ knowledge, attitudes, behaviours as well as influences on the functioning of larger social systems. It proceeds from investigations of individual level to societal level impact. Critical reading and evaluation of research on media processes and effects and of its application to social policy debates is encouraged and developed.

***Content:***

1. **Communication as a process**

The elements of Human Communication

* + Symbol, memory and meaning
  + Sending and receiving messages
  + Complexity of Mass Communication
  + The process of Mass Communication

1. **Different approaches to communication planning**

* The multi-step flow approach
* The network approach
* System theory perspectives
* Social marketing perspectives

1. **Communication campaigns**

* Objects of communication campaigns
* Basic features of campaign
* Filter conditions
* Diversity of effects
* Criteria for campaigneffectiveness

**DifferentCampaignapproaches**

* Communicating by objectives (CBO)
* The public relations approach
* The advertisingapproach
* The interactionalapproach

1. **Communication effects**

* Effects of campaign messages on society
* Evaluating the impact of communication messages on individuals and groups
* Evaluating research methods used in communication campaigns
* Evaluatingcampaign objectives

1. **Theories of indirect and long term effects of media messages**
   * Agenda setting
   * The spiral silence
   * Information/knowledge gaps
   * Cultivationtheory
   * Uses and gratification approach
   * The uses and effectsapproach
   * The information seekingapproach

**Learning Outcomes:**

By the end of the course students should be able to:

1. Understand the effect of every message the communicate
2. Communicate with an impact
3. Appreciate the complexities of effective communication

**Course assessment:**

Extended coursework essay}

Group presentation} = 30%

Test}

Final Comprehensive Examination = 70%

(End of Semester)

**Instruction methods:**

Lectures

Case Studies

Group Discussion and Class Presentations

Activity Research Work

***References****:*

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Jefkins F. and Yadin D. (2000), Advertising.London. Prentice Hall.

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Perse E. (2001), Media effects and Society. London. Lawrence Erlbaum Associates, Publishers.

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