

Fall 1964-65

THE ANNENBERG SCHOOL OF COMMUNICATIONS
UNIVERSITY OF PENNSYLVANIA

600 PROSEMINAR IN COMMUNICATIONS. Gerbner, Hoban, and staff

602 COMMUNICATIONS COLLOQUIUM. Guest lecturers

Tuesdays and Thursdays from 2:00 to 4:00 p.m. in Rm. 124-6-8

Introduction to basic concepts, theories, and study of the process of communications. Faculty, guests, and students explore approaches to problems and issues in communications and discuss major contributions to the field.

General topics of discussion:

1. What is communication?
2. Communications as a field of graduate study and research.
3. Theories and models of communications.
4. Evolutionary and historical perspectives.
5. Social functions of communications.
6. Communication process and effects.
7. Communication content.
8. Media as forms of expression.
9. Media as social institutions.
10. Prospects and alternatives in mass communications (a symposium).