

PART 4 Questions 31 – 40

Complete the notes below.

Write **NO MORE THAN THREE WORDS** for each answer.

Introduction to Communication Science

MOOCs

- Massive Open Online Courses
- Unlimited students
- No fees and open to everyone, without **31.** _____
- All materials, lectures, tests and exams available online
- Online community where:
 - can ask questions
 - test your **32.** _____ of the course material

Course Outline

1. The **33.** _____ of the field, what is communication and how does it relate to other sciences like sociology and psychology.
2. History of communication theory
3. Communication as **34.** _____
4. Communication processing
5. **35.** _____ aspects of communication

What is Communication?

- simply put: the act of transmitting **36.** _____
 - information includes thoughts, ideas and emotions
 - communication includes spoken words, non-verbal gestures, signs and **37.** _____
- Media is used to communicate messages – in communication science we generally accept media to mean television, internet, radio and mobile phones.

The Communication Pyramid

- **38.** _____ – mass audience studied by historians, political scientists, sociologists
- Institutional – political parties, religions, large corporations studied by sociologists and anthropologists
- **39.** _____ – people who identify as a group e.g. family/fan club studied by sociologists and anthropologists
- Interpersonal – between 2 or more people, studied by **40.** _____
- Intrapersonal – with yourself, studied by psychologists.