

Module designation	<i>Social Communication (AGB P32)</i>
Semester(s) in which the module is taught	<i>6<sup>th</sup> semester</i>
Person responsible for the module	<i>Irfan Zikri</i>
Language	<i>English</i>
Relation to curriculum	<i>Compulsory course</i>
Teaching methods	<i>lecture, lesson, case, seminar.</i>
Workload	<ul style="list-style-type: none"> <li>▪ <i>100 minutes of lecture and discussion per week</i></li> <li>▪ <i>120 minutes of structured tasks per week</i></li> <li>▪ <i>120 minutes of independent activity per week</i></li> </ul>
Credit points	<i>2 (lesson 2)= 3.2 ECTS</i>
Required and recommended prerequisites for joining the module	<i>Community Development in Agribusiness</i>
Module objectives/intended learning outcomes	<ol style="list-style-type: none"> <li><i>1. Able to understand the concepts, theories and roles of social capital on community empowerment, including communication accommodation theory in group decision making.</i></li> <li><i>2. Able to understand and analyze cultural symbolism and its relation to cultural communication in a theoretical perspective.</i></li> <li><i>3. Able to analyze and evaluate the concepts of public service theory, information system for public service evaluation, and performance evaluation of public service delivery</i></li> </ol>
Content	<i>The social communication course aims to provide knowledge about social relationships and interactions and their relation to various social problems and their solutions in society, especially focusing on community communication patterns through various approaches to social theories, communication and sustainable development paradigms in relation to meeting community expectations and needs (public services and information), social capital, decision-making processes, advocacy and empowerment of communities and social organizations</i>
Exams and assessment formats	<i>Essay, discussion, case study</i>
Study and examination requirements	<i>10 % active engagement</i> <i>50% case project</i> <i>10% assignment</i> <i>5% quizzes</i> <i>10% midterm examination</i> <i>15% final examination</i>

Reading list	<ol style="list-style-type: none"> <li>1. Agus Dwiyanto (2010) <i>Manajemen Pelayan Publik, Peduli, Inklusif dan Kolaboratif</i>. Yogyakarta: UGM Press.</li> <li>2. Andrik Purwasito (2003) <i>Komunikasi antar Budaya</i>. Surakarta: UNS Press.</li> <li>3. Blake, Reed H dan Edwin O Haroldsen. 2005 <i>Taksonomi Konsep Komunikasi</i>. Alih Bahasa: Hasan Bahanan. Surabaya: Papyrus.</li> <li>4. Dedi Mulyono (2002) <i>Model-model Komunikasi</i>. Bandung: Remaja Rosdakarya.</li> <li>5. David K. Berlo (1960) <i>The Process of Communication: An Introduction to Theory and Practice</i>. New York: Holt Rinehart and Winston, Inc.</li> <li>6. Fukuyama (1995) <i>Modal sosial dalam efektivitas organisasi</i>. Jakarta</li> <li>7. Giles (1987) <i>Teori Akomodasi Komunikasi</i>. Ancip Surakarta</li> <li>8. Gudykunst, W.B. (1990). <i>Diplomacy: A special case of intergroup communication</i>. I F. Korzeny &amp; S. Ting-Toomey (Eds.), <i>Communicating for peace</i> (pp. 19-39) Newbury Park, CA: Sage</li> <li>9. Gudykunst, W. B. and Lee, C. M. (2003) <i>dalam Gudykunst, W.B. (2003). Cross-cultural and Intercultural Communication</i>. London-New Delhi: Sage Publications</li> </ol>
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