**COMMUNICATION THEORY (Ai) 530 315 DW 01**

**Communication Theory** (+ Ai) surveys different approaches to the study of communications and explores how our communication practices and technologies shape social and cultural life.  We will consider how our identities take form in and through our participation in social networks whether social media connect or isolate us? Can algorithms express emotion? Are images, words or data more powerful forms of communication? Will artificial intelligence make humans irrelevant? Will digital media, the Internet and AI transform labour as we know it?

**COMPETENCY:**054V

**OBJECTIVES:**Appreciate the language specific to an arts, literature and communication field.

**ELEMENTS:**

* Proper use of terminology specific to the arts, literature and communication field
* Distinguish between the fundamental elements of the language.
* Analyze the use of the language in cultural objects.
* Use the fundamental elements of the language in a creative concept.