



Jurusan Ilmu Komunikasi
Fakultas Ilmu Sosial

Pengantar Ilmu Komunikasi

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Silabus

Deskripsi Mata Kuliah

Mata kuliah ini mempelajari pengetahuan dasar mengenai komunikasi sebagai ilmu, keterampilan dan seni. Materi kuliah ini mencakup: pengertian, fungsi, prinsip, model, konteks, level komunikasi.

Materi Kuliah

1. Pengantar dan Silabus
2. Hakekat dan Pengertian Komunikasi
3. Fungsi-fungsi Komunikasi
4. Prinsip Komunikasi
5. Model Komunikasi
6. Persepsi
7. Konteks dan Level Komunikasi

Materi Kuliah (2)

8. Komunikasi verbal
9. Komunikasi non verbal
10. Komunikasi antar budaya
11. Kode
12. Tanda dan Makna
13. Profesi Komunikasi Strategis
14. Profesi Praktisi Media

Kontrak Belajar

- Setiap mahasiswa wajib membawa buku teks saat kuliah
- Toleransi waktu keterlambatan 15 menit
- Kejujuran akademik diutamakan, tidak ada toleransi pada plagiasi, kecurangan dan mencontek
- Mahasiswa dan dosen dilarang menggunakan ponsel ketika kuliah berlangsung kecuali ada panggilan gawat
- Tidak ada ujian susulan kecuali mahasiswa dirawat di rumah sakit (dibuktikan dengan surat dokter) atau keluarga di rumah meninggal dunia
- Penilaian:
 - UTS :25%
 - UAS :25%
 - Tugas Kelompok:25%
 - Tugas Individu :25%

Referensi

1. Ilmu Komunikasi Suatu Pengantar, Deddy Mulyana, MA, PhD, Penerbit: Remaja Rosdakarya
2. Introduction to Communication Studies, John Fiske, Routledge
3. Communication Mosaics: An Introduction to The Field of Communication,
4. Komunikasi Serba Ada Serba Makna, Prof Dr. Alo Liliweri, M.S, Penerbit: Kencana Prenada Media Group
5. Mass Communication and Mass Media, Peyton Paxson Mass, Continuum International Publishing Group

Why We Need to Learn Communication?

fyi

DIVERSITY

Ghadya Ka Bacha

Ghadya Ka Bacha, or the “wolf boy,” was found in 1954 outside a hospital in Balrampur, India. He had callused knees and hands, as if he moved on all fours, and he had scars on his neck, suggesting he had been dragged about by animals.

Ramu, which was the name the hospital staff gave the child, showed no interest in others but became very excited once when he saw wolves on a visit to the zoo. Ramu lapped his milk from a glass instead of drinking as we do, and he tore apart his food.

Most doctors who examined Ramu concluded that he had grown up with wolves and therefore acted like a wolf, not a person (Shattuck, 1980).



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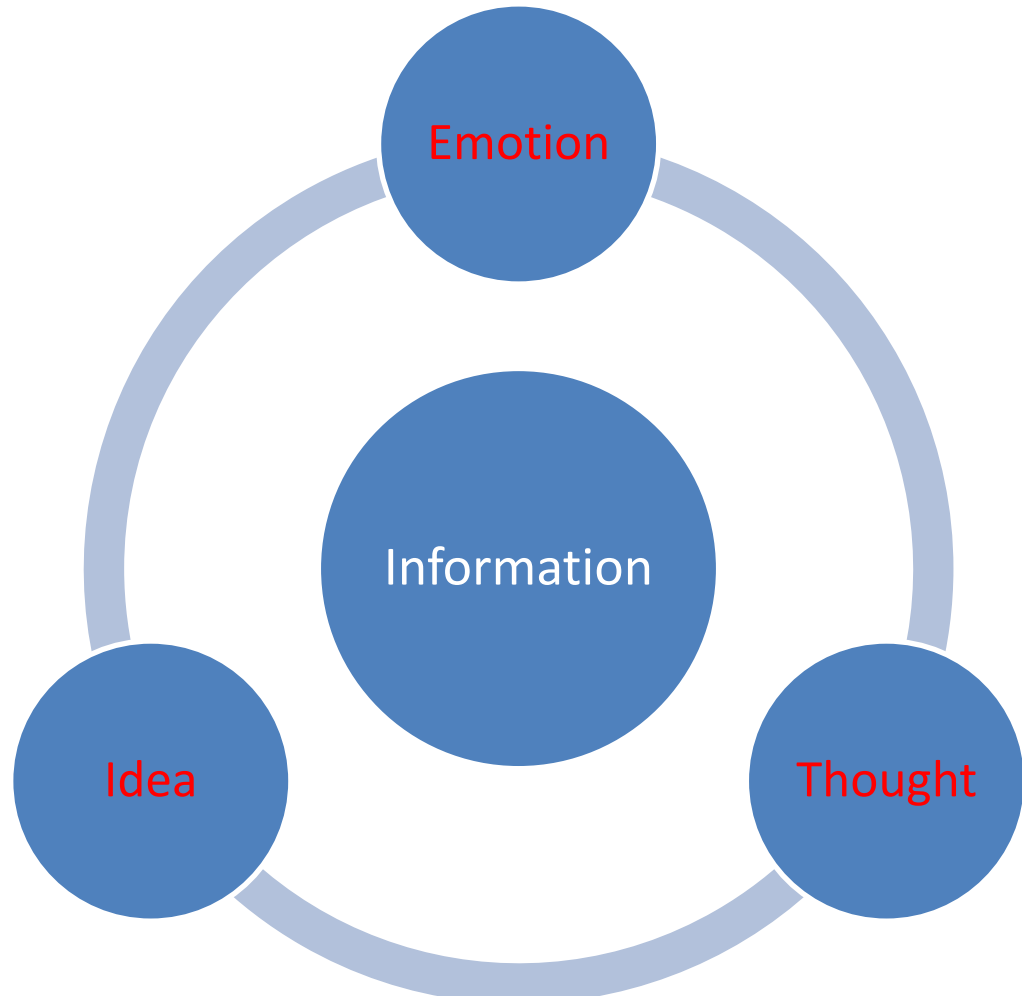
In this photo, Ramu is eating raw meat. What do Ramu's behaviors suggest about how we develop self-concepts?

Why We Need to Learn Communication?

- Personal Life
- Personal Relationship
- Professional Life
- Civic Life

Definition of Communication

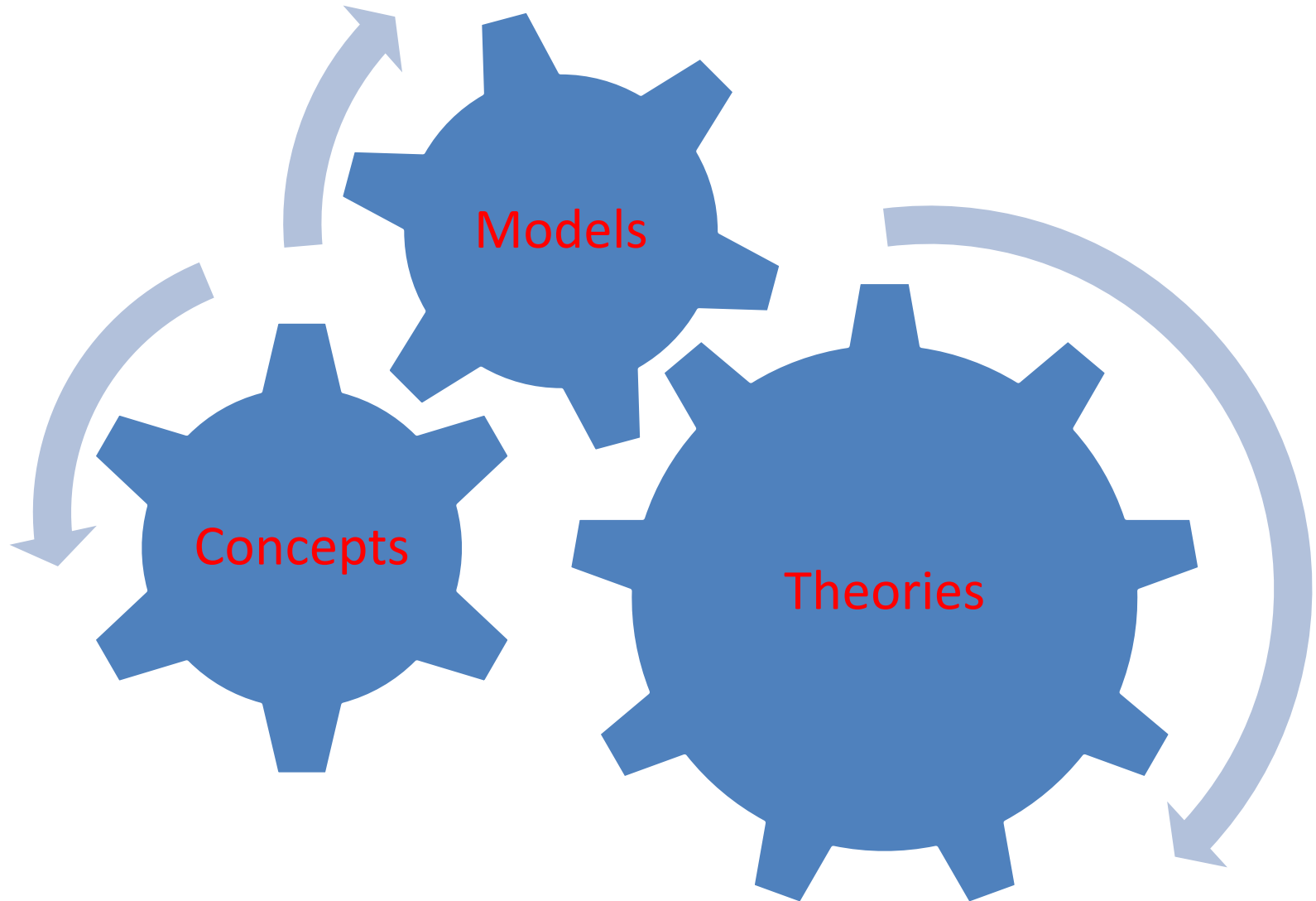
- Communication is a process to transmitting information



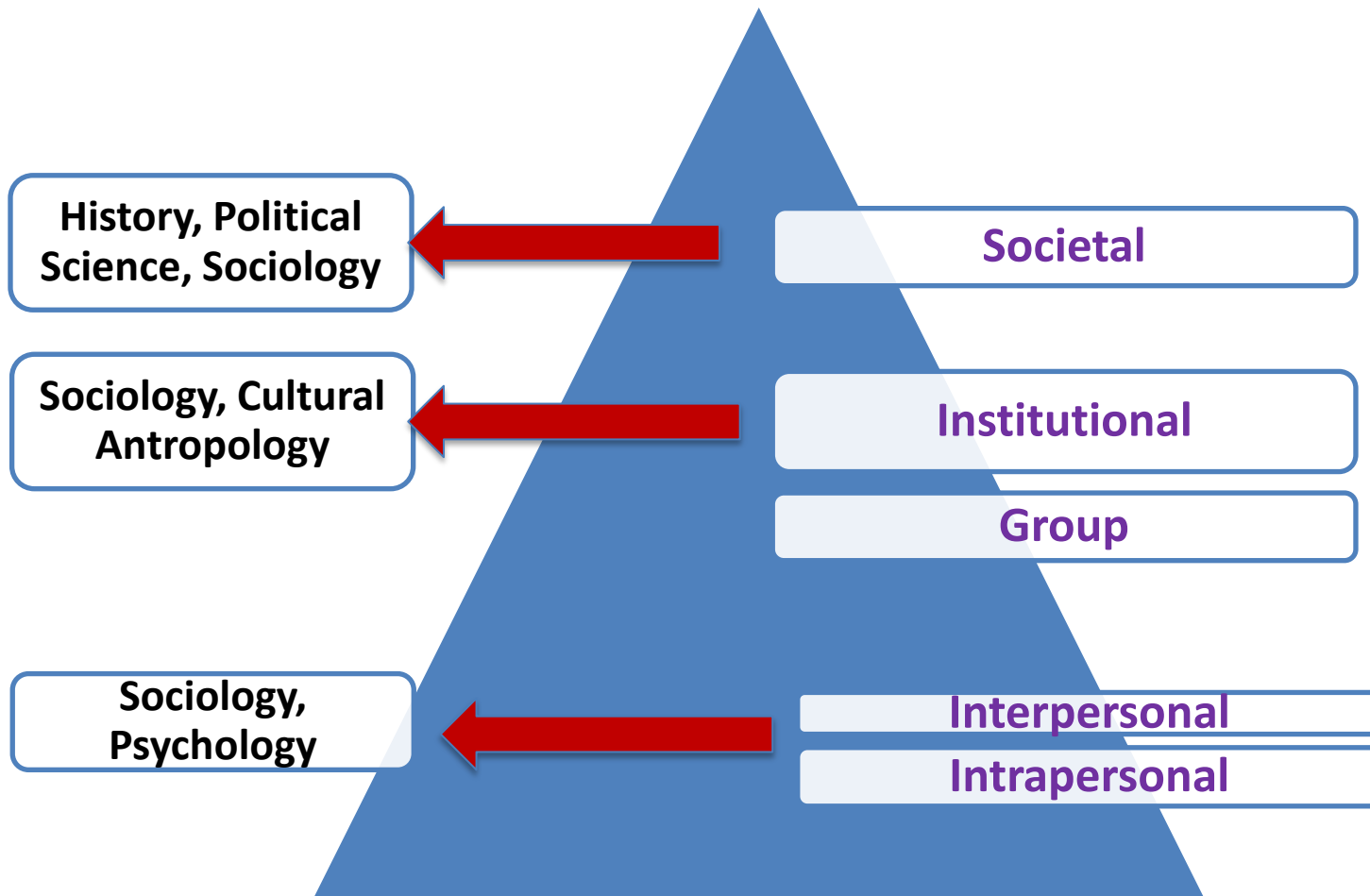
Definition of Communication

Communication is a **systemic process** in which people interact with and through **symbols** to create and interpret **meanings**

Communication Science

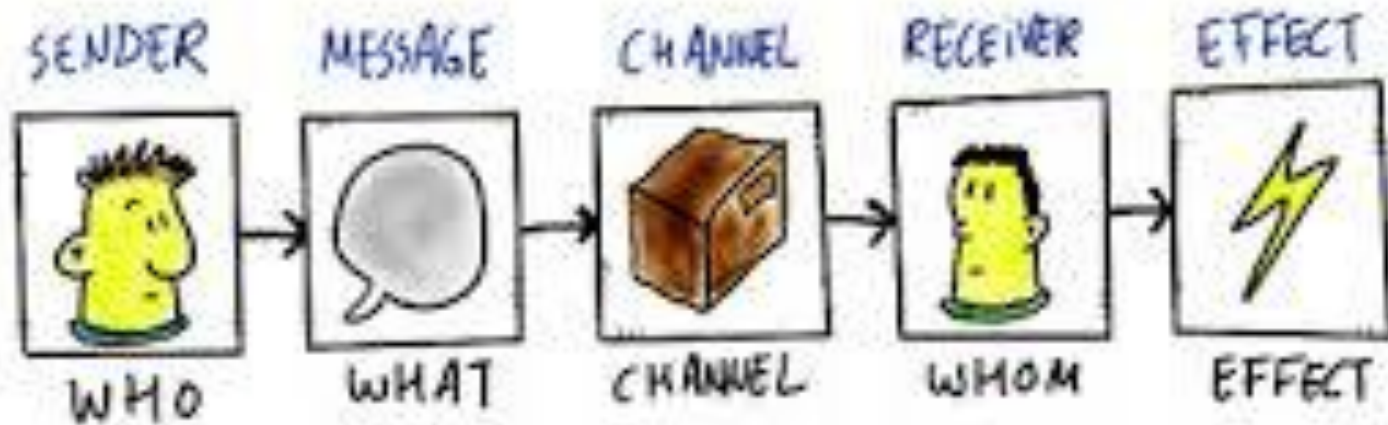


Pyramid of Communication



Models of Communication

- Laswell (1948)



Models of Communication (2)

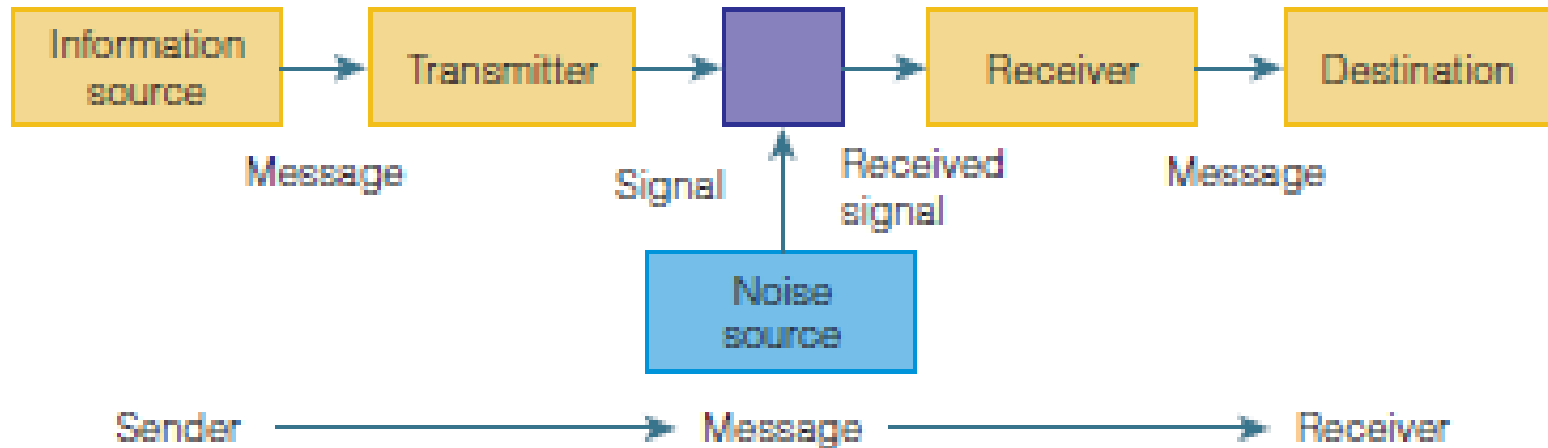


Figure 1.1 THE LINEAR MODEL OF COMMUNICATION

Source: Adapted from Shannon & Weaver, 1949.

Models of Communication (3)

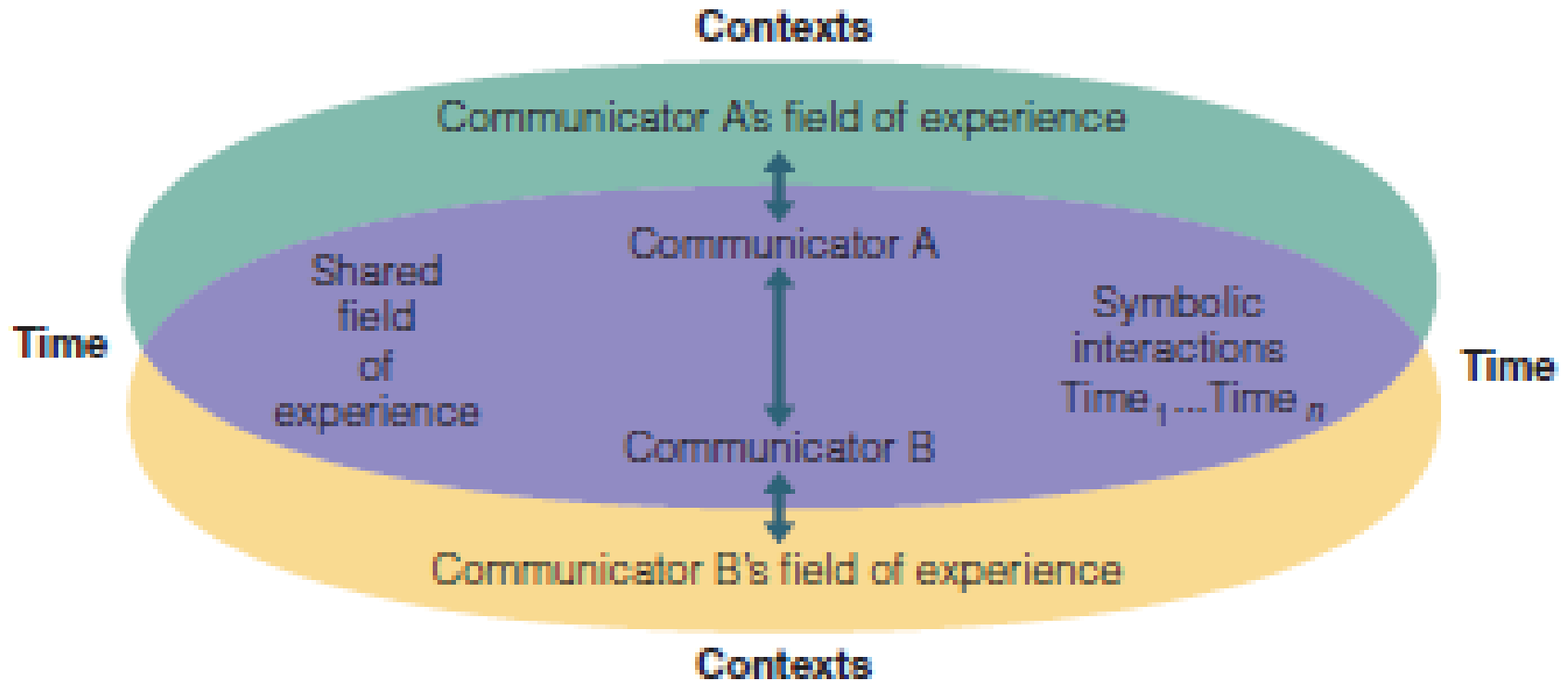


Figure 1.3 A TRANSACTIONAL MODEL OF COMMUNICATION

Source: Adapted from Wood, 1997, p. 21.

Lini Masa Komunikasi

1. Speech
2. Symbol
 - a. Cave paintings
 - b. Petroglyphs
 - c. Pictograms
 - d. Writing (Alphabeth)
3. History of telecommunication
 - a. Text editing and storage
 - b. Distance Communication

Tahun	Peristiwa
3200 BC	Huruf pertama dikembangkan oleh Suku Phoenicia
400 BC	Papyrus dan perkamen digunakan sebagai media menulis yang bisa dipindahkan
105 BC	Kertas ditemukan di Cina
1455 AD	Gutenberg menemukan mesin cetak pertama
1650	Koran pertama terbit : Leipziger Zeitung di Jerman
1843	Samuel Morse memperkenalkan telegraf dengan menggunakan Sandi Morese
1874	Mesin ketik modern pertama terjual di Amerika
1876	Alexander Graham Bell mematenkan telepon
1877	Thomas Edison mematenkan phonograph (alat pemutar musik)

Tahun	Peristiwa
1927	Warner Bros memperkenalkan film bersuara (musik) : The Jazz Singer
1927	NBC meluncurkan jaringan radio Red an Blue
1945	Penemuan gelombang transistor sebagai medium radio dan televisi
1969	ARPANET, cikal bakal internet , digunakan oleh tentara Amerika
1972	Televisi berbayar pertama, HBO, mulai bersiaran
1979	Jaringan telepon pertama di Jepang mulai beroperasi
1984	Internet mulai dikomersialisasi
2000	MySpace diperkenalkan ke publik
2004	Facebook diluncurkan
2006	Twitter diluncurkan