**CSK 2201: COMMUNICATION PROCESSES AND EFFECTS (Core)**

This course introduces students to contemporary communication processes and effects. Basic processes involved in the production dissemination. Reception and impact communication are examined. The course investigates a variety of effects on individuals’ knowledge, attitudes, behaviours as well as influences on the functioning of larger social systems. It proceeds from investigations of individual level to societal level impact. Critical reading and evaluation of research on media processes and effects and of its application to social policy debates is encouraged and developed.