

COURSE SPECIFICATION

Course code: 0312.3.SM1.B/C.KS

Course title in Polish: Komunikacja społeczna

Course title in English: Social Communication

1. Placement of the course within the study programme

1.1. Field of study	International Relations
1.2. Mode of study	full-time / part-time
1.3. Level of study	Bachelor's degree (first-cycle)
1.4. Profile of study	academic
1.5. Course specification author	Prof. Agnieszka Kasińska-Metryka / Dr Aleksandra Kuształ
1.6. Contact	ismipp@ujk.edu.pl

2. General characteristics of the course

2.1. Language of instruction	English/Polish
2.2. Entry requirements	none

3. Detailed characteristics of the course

3.1. Type of classes	Lectures (including classes conducted using distance learning methods and techniques) and seminars.
3.2. Place of course delivery	Lectures – classes conducted using distance learning methods and techniques; seminars – traditional classes in UJK teaching rooms.
3.3. Form of assessment	Graded pass for lectures and seminars, after Semester 4.
3.4. Teaching methods	Conversational lecture; seminars – discussion, group work and student multimedia presentations.
3.5.a. Basic reading list	1. B. Dobek-Ostrowska and R. Wiszniewski, Teoria komunikowania publicznego i politycznego. Wprowadzenie, ASTRUM, Wrocław 2011; 2. M. Knapp and J. A. Hall, Komunikacja niewerbalna w interakcjach międzyludzkich, Astrum, Wrocław 2014; 3. J. Stewart, Mosty zamiast murów. O komunikowaniu się między ludźmi, PWN, Warszawa 2014.
3.5.b. Supplementary reading list	1. D. McQuail, Teoria komunikowania masowego, PWN, Warszawa 2016; 2. S. P. Morreale, B. H. Spitzberg and J. K. Barge, Komunikacja między ludźmi. Motywacja, wiedza i umiejętności, PWN, Warszawa 2015; 3. J. Pyrkosz-Pacyna et al., Komunikacja społeczna, Open AGH E- Podręczniki, 2022.

4. Objectives, content and learning outcomes

4.1. Course objectives (taking into account the form of classes)

L – lecture (including classes conducted with the use of distance learning methods and techniques)

S - Seminar

- **CO1.** Knowledge – The student acquires knowledge of the basic mechanisms of communication in society, including the aims, forms and techniques of communication (L).
- **CO2.** Skills – The student develops the ability to use communication techniques and tools, analyse the communication aspects of international relations, and participate in public discourse and debate (L, S).
- **CO3.** Social competences – The student increases effectiveness in interdisciplinary and group communication and develops competences for active participation in public life, including in multicultural teams pursuing social, political and civic goals (L, S).

4.2. Course content (taking into count the form of classes)

Lectures (including classes conducted with the use of distance learning methods and techniques)

1. Communication studies as a science of communication. The concept of communication and its levels.
2. The development of communication in the context of civilisational progress.
3. Elements of the communication process.
4. Social communication in the communication pyramid. Systems of social communication.
5. Social communication – characteristics and specificity.
6. Aims, forms (verbal and non-verbal communication) and types of communication (informational and persuasive communication).
7. Verbal communication – conditions of effectiveness.
8. Non-verbal communication and its complexity.
9. Noise and barriers in social communication. Ways of overcoming communication barriers
10. 10. Political communication as a component of social communication.
11. The ethical dimension of social communication.
12. 11. Negotiation as a tool in conflict situations.

Seminars

1. Proxemics and its principles.
2. Haptics, kinesics and chronemics – practical application.
3. Manipulation and propaganda.
4. Communication in organisations and teams.
5. Media communication. The media in the system of communicative influence.
6. Visual communication.
7. Self-presentation – principles and application.

4.3. Course learning outcomes

Course learning outcomes (code)	Upon completion of te course, the student	Alignment with programme learning outcomes
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in the area of knowledge:

W01	Has knowledge of the role of public opinion in international relations and of methods of researching public opinion.	SM1A_W15
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in the area of skills:

U01	Is able to analyse and explain phenomena occurring in international relations, indicating their communication aspects.	SM1A_U01
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U02	Is able to participate in public life, use knowledge of international relations, and actively participate in public discourse and debate.	SM1A_U06
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in the area of social competences:

K01	Is prepared to actively participate in public life by substantively arguing for own views.	SM1A_K01
K02	Uses knowledge of communication studies, especially at the level of social communication, when communicating with the environment.	SM1A_K03
K03	Is prepared to work in public organisations and institutions, political parties and negotiating teams.	SM1A_K04

4.4. Assessment methods for learning outcomes

Assessment method (+/-)

Course learning outcomes (code)	Test	Project	In-class activity
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Type of classes

1: \ 2:	W	C	...	W	C	...	W	C	...
...W01	+				+		+		
...U01	+				+		+		
...U02	+				+		+		
...K01					+		+		
...K02					+		+		
...K03					+		+		

Annotation. 1: form of classes; 2: learning outcomes

4.5. Assessment criteria for learning outcomes

Type of classes:

LECTURE (L) (including classes conducted with the use of distance learning methods and techniques)

Grade	Assessment criteria
3.0	The total result, based on answers to questions in the test and in-class activity, is 50–59% according to the adopted scoring system.
3.5	The total result, based on answers to questions in the test and in-class activity, is 61–69% according to the adopted scoring system.
4.0	The total result, based on answers to questions in the test and in-class activity, is 71–79% according to the adopted scoring system.
4.5	The total result, based on answers to questions in the test and in-class activity, is 80–90% according to the adopted scoring system.
5.0	The total result, based on answers to questions in the test and in-class activity, is 91–100% according to the adopted scoring system.

Type of classes: SEMINAR (S)

Grade	Assessment criteria
3.0	The project is assessed at 50–59% according to the adopted scoring system.
3.5	The project is assessed at 61–69% according to the adopted scoring system.
4.0	The project is assessed at 71–79% according to the adopted scoring system.
4.5	The project is assessed at 80–90% according to the adopted scoring system.
5.0	The project is assessed at 91–100% according to the adopted scoring system.

5. ECTS credit allocation – student workload

Category	Student workload (full-time mode)	Student workload (part-time mode)
NUMBER OF HOURS WITH THE DIRECT PARTICIPATION OF THE TEACHER (CONTACT HOURS)	45	25
Participation in lectures	30	15
Participation in seminars	15	10
INDEPENDENT STUDY (NON-CONTACT HOURS)	30	50
Preparation for lectures	5	10
Preparation for seminars	5	10
Preparation for test	10	20
Gathering materials for project, online research	5	5
Preparation of a multimedia presentation	5	5
TOTAL HOURS	75	75
ECTS CREDITS for the course	3	3

* delete as appropriate

Approved for implementation (date and legible signatures of course instructors in the given academic year):

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