

Module card

I. GENERAL INFORMATION								
WITELON COLLEGIUM STATE UNIVERSITY DEPARTMENT OF SOCIAL STUDIES AND HUMANITIES								
Field of study:		Communication						
Form of study:		Erasmus						
Module title:		Social communication						
Module type:								
Language of lecture:		English						
Year of study:	1	Forms of teaching including number of teaching hours:						
Semester (winter/summer):	winter	Lectures	Classes	Laboratory	Project	Workshop	Seminar	Other
Total number of ECTS credits:	5	15	15					
Form of completion:		Attendance at classes, presentation in compliance with draft provided during classes						
Prerequisites:		-						
II. LEARNING OBJECTIVES								
Learning objectives:								
<p>Objective 1: Learning the communication process, its elements and specificity. Objective 2: Gaining an ability of efficient communication in professional career and personal life.</p>								
III. PROGRAMME CONTENT								
Content of the programme (topics of classes, presented with a breakdown into individual forms of classes with the indication of the number of hours needed for their realization)								
Code	Course topics in theory							Number of hours
L1	Communication scheme. Elements and conditions of efficient communication.							4
L2	How to implement public relations issues in social communication?							4
L3	Storytelling in social communication.							4
L4	Advertisements as an example of mass communication.							3
Code	Course topics in practice							Number of hours
C1	Persuasion in daily communication.							4
C2	How to debate?							4
C3	Effective communication in groups.							3
C4	Multicultural communication.							4
IV. RECOMMENDED LITERATURE								
Basic sources:								
1. D. Carnegie, How to win friends and influence people?, Vermilion, 2019. 2. K. Fiedler (red.), Social communication, Psychology press, 2011.								
Additional sources:								
1. Aristotle, The art of rhetorics, Penguin Books, 1991.								