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| The title of the course | Interpersonal communication, self-presentation |
| Faculty | Faculty of Humanities and Social Sciences |
| The level of studies | - |
| Semester | Winter or summer |
| The form of classes and number of hours | Lectures and workshops, 30 hours |
| Language of instruction | English |
| The number of ECTS | 4 ECTS |
| Teacher | Dagmara Mika PhD |
| The aims of the course (maximum 500 characters) | Aims and objectives are focus on providing students the basic theory in the field of communication and identifying the differences between the methods of communication and forms in Western Europe and Central and Eastern Europe. In addition, during the course they will be analyzed the factors of globalization which directly affect the international public opinion. During the course, students will gain knowledge in the field of self-presentation, drafting CVs, taking interviews. At the same time they will be discussed various strategies for social communication in trade negotiations. |
| The content of the course: main topics and key ideas | <ol style="list-style-type: none"> 1. Introduction to the subject, basic theory (2 hours). 2. Differences between communication modes in Western and Central and Eastern Europe (3 hours). 3. The interdisciplinary nature of communication (3 hours). 4. The role of the media in the era of globalization (3 hours). 5. Verbal and non-verbal communication (3 hours). 6. Verbal communication - the basic objectives and functions (3 hours). 7. Non-verbal communication - the basic objectives and functions (3 hours). 8. Negotiations - basic assumptions, styles, conflict negotiation (3 hours). 9. Self-presentation - workshops (4 hours). 10. Interview, CV - workshops (3 hours). |
| Didactics methods | Power point presentations, case studies, conversation, working in groups |
| Course requirements | presentation/attendance |
| Literature (basic and supplementary) | <p>Basic:</p> <ol style="list-style-type: none"> 1. Dobek-Ostrowska B., <i>Nauka o komunikowaniu-podstawowe orientacje teoretyczne</i>, Wydawnictwo Uniwersytetu Wrocławskiego, Wrocław 2001 2. Goban-Klas T., <i>Media i komunikowanie masowe. Teoria i analizy prasy, radia,</i> |

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| | <p><i>telewizji i Internetu</i>, Wydawnictwo Naukowe PWN, Kraków 2002</p> <p>3. Cialdini R., <i>Wywieranie wpływu na innych. Teoria i praktyka</i>, Gdańsk 2001, Gdańskie Wydawnictwo Psychologiczne</p> <p>Supplementary:</p> <p>1. Burakowski K., <i>Komunikowanie społeczne</i>, Akademia Obrony Narodowej, Instytut Nauk Humanistycznych, Warszawa 1998</p> <p>2. Dobek-Ostrowska B. (red.), <i>Studia z teorii komunikowania masowego</i>, Wydawnictwo Uniwersytetu Wrocławskiego, Wrocław 1999</p> |
| <p>The effects of the education</p> <ul style="list-style-type: none"> - knowledge - skills - social competences | <p>The effects of the education in the area of knowledge</p> <p>P_W11– the student has knowledge from the area of intercultural relations and the identity and the process of transformation multicultural phenomenon.</p> <p>The effects of the education in the area of skills</p> <p>P_U04 - The student has the skills of creating coherent statements in the area of communication situations related to business activity in his first, studying language.</p> <p>The effects of the education in the area of social competences</p> <p>P_K01 - The student is conscious of the knowledge, he understand the necessity of raising its professional qualifications and personnel development, he determines the directions of his development</p> |