**Nazwa przedmiotu:**

Social Communication

**Koordynator przedmiotu:**

dr Michał Pręgowski

**Status przedmiotu:**

Fakultatywny ograniczonego wyboru

**Poziom kształcenia:**

Studia II stopnia

**Program:**

Administracja

**Grupa przedmiotów:**

Obieralne

**Kod przedmiotu:**

A22\_SC

**Semestr nominalny:**

3 / rok ak. 2023/2024

**Liczba punktów ECTS:**

3

**Liczba godzin pracy studenta związanych z osiągnięciem efektów uczenia się:**

Udział w ćwiczeniach 30h
Praca własna studenta 45h
Ogółem 75h

**Liczba punktów ECTS na zajęciach wymagających bezpośredniego udziału nauczycieli akademickich:**

2 ECTS

**Język prowadzenia zajęć:**

polski

**Liczba punktów ECTS, którą student uzyskuje w ramach zajęć o charakterze praktycznym:**

do uzupełnienia

**Formy zajęć i ich wymiar w semestrze:**

|  |  |
| --- | --- |
| Wykład: | 0h |
| Ćwiczenia: | 30h |
| Laboratorium: | 0h |
| Projekt: | 0h |
| Lekcje komputerowe: | 0h |

**Wymagania wstępne:**

Dobra znajomość języka angielskiego (poziom B2, umożliwiający konwersacje oraz czytanie materiałów w języku obcym).

**Limit liczby studentów:**

grupa obieralna

**Cel przedmiotu:**

The course explains the core rules of social communication and social interaction, as well as general rules and characteristics of social communication. Throughout the course students learn about verbal and non-verbal cues in communication, as well as communication noises (psychological, physical, physiological, and semantic), public appearances and mass communication, distinctive characteristics of. computer-mediated communication and its significance in modern life.

**Treści kształcenia:**

1. What is communication? Introduction to the field of study.
2. The social animal. Communication as a foundation of human society.
3. From spoken word to the Internet: The four revolutions in communication.
4. Universal, unbreakable rules of social communication.
5. Communication competence, noises and the (un)successful communication.
6. How language impacts the way we speak, see ourselves and others, and think about the world. Cultural differences in social communication.
7. Beyond words: The importance and roles of non-verbal communication.
8. Mass communication. Gatekeepers, opinion leaders and their influence on the society.
9. Computer-mediated communication (CMC) and offline communication – similarities and differences.
10. Antisocial behaviors in CMC
11. Psychosocial challenges of mediated communication
12. Switchtasking, disinhibition effect, attention deficit in the contemporary West.
13. Conflict situations and conflict resolution in online communities.

**Metody oceny:**

The final grade results from:
• Preparation of at least one short essay (and the maximum of two essays) – max 5 points each.
• Completion of the final exam in written form (multiple choice test & short answer questions) – max of 20 points.
Overall point cutoffs are as follows:
• 0-15 points = 2.0. (fail)
• 16-18 = 3.0
• 19 = 3.5
• 20-23 = 4.0
• 24-25 = 4.5
• 26-30 points = 5.0
Additional requirements to be met:
• At least one essay needs to be turned in.
• Class participation throughout the semester in accordance with Academic Regulations of WUT.

**Egzamin:**

nie

**Literatura:**

1. Beavers, A. (2011). In the Beginning Was the Word and Then Four Revolutions in the History of Information (PDF; provided via MS Teams)
2. Boroditsky , L. (2012). Lost in Translation, “Wall Street Journal”, online: http://www.wsj.com/articles/SB10001424052748703467304575383131592767868 [accessed 18.10.2021]
3. Gross, J. (2013). How language can affect the way we think?, online: http://ideas.ted.com/5-examples-of-how-the-languages-we-speak-can-affect-the-way-we-think [accessed 18.04.2022]
4. Harris. T. (2016). How Technology is Hijacking Your Mind, online: https://medium.com/thrive-global/how-technology-hijacks-peoples-minds-from-a-magician-and-google-s-design-ethicist-56d62ef5edf3 [accessed 18.04.2021]
5. Hartley, P. (1999). Interpersonal communication 2nd ed., Routledge
6. Lee, D. (2004). Developing effective communications (PDF, provided via TS Teams)
7. Rosenberg, M. (2015). Nonviolent communication. A language of life, PuddleDancer Press
8. Suler, J. (1998) The Basic Psychological Features of Cyberspace, online: http://www-usr.rider.edu/~suler/psycyber/basicfeat.html [accessed 18.04.2022]
9. Suler, J. (1998) The Final Showdown Between In-Person and Cyberspace Relationships, online: http://www-usr.rider.edu/~suler/psycyber/showdown.html [accessed 18.04.2022]
Note: Source materials are subject to change. The course also consists of a few visual materials (approx. 10 minutes long videos) shown in class.

**Witryna www przedmiotu:**

brak

**Uwagi:**

brak

## Charakterystyki przedmiotowe