



INTERPERSONAL COMMUNICATION

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| Credit points: | 3 CP |
| Aim of the study course | To acquire basic knowledge and skills about the communication process and main communication theories, especially about the field of communication and public relations and the application of professional communication, To increase the ability to prepare various types of informative materials. |
| Tasks of the study course | <ul style="list-style-type: none"> • Understand the communication process, its purpose and essence, the role of non-verbal communication • Familiarize yourself with conflict types and resolution strategies • Understand the importance of international and intercultural communication in the communication process • Be able to see the role of non-verbal communication and business etiquette in the communication process |
| Study results | <p>Knowledge</p> <p>Upon successful completion of this course students will:</p> <ul style="list-style-type: none"> • understands the theoretical guidelines on the communication process and its nature, • understands the difference between verbal and non-verbal communication • is able to independently find and prepare the necessary information; <p>able to work with various sources of information.</p> |
| | <p>Abilities</p> <p>Upon successful completion of this course students will:</p> <p>students will know how to formulate and express his opinion orally and in writing, choose and use the necessary tools in the communication process, will know how to prepare the necessary information for organizational communication</p> |
| | <p>Competences</p> <p>Upon successful completion of this course students will:</p> <ul style="list-style-type: none"> • orientate themselves in communication issues and the application of communication models, are able to analyze and make suggestions about the international and intercultural communication environment affecting the organization, are able to build relationships with international partners and parties of influence, are able to predict the possible results of international and intercultural communication, are able to evaluate the organization's international communication processes in the organization's international for improving the work of the communication structural unit. <p>Also, as part of the study courses, it is planned to develop such abilities as: prepare and provide the direct manager and employees with information about society, media and public agenda; navigate the agenda of the society, advise the management of the organization in the decision-making process on communication; to analyze the needs of public opinion and the organization, seeing the regularities for ensuring the formation of the image; select suitable sources of information, collect and structure information; prepare and distribute information according to the organization's interests; prepare informative materials. Ability to manage the process of developing informative materials.</p> |
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| Study course plan: | |
| No. | Topics |
| 1. | Concept of communication and communication process, interpersonal, mass and non-verbal |



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| | communication. |
| 2. | Modern communication trends. International and intercultural communication trends. |
| 3. | The concept of public relations and its sub-sectors, especially media relations. Internal and external communication of the organization. |
| 4. | Communication competence: speaking and conversing. |
| 5. | Conflicts in the communication process |
| 6. | Basic knowledge in crisis communication. |
| 7. | Business etiquette and communication process. |
| Form of final examination: | |
| | Differentiated written test |
| Mandatory literature of the study course: | |
| 1. Apsalons, Edmunds. Komunikācijas kompetence: Kā saprasties un veidot attiecības. Rīga: Zvaigzne ABC, 2013 | |
| 2. McQuail, Denis. McQuail's Mass Communication Theory. 5th ed. London: Sage Publications, 2005 | |
| 3. Veinberga, Sandra. Komunikācija. Teorija un prakse. / 2019. | |
| Study course supplementary literature: | |
| 1. Kazaka, O. Pirmā PR grāmata, 2019. | |
| 2. Katlips, Skots M.; Senters, Alens H.; Brūms, Glens M. Sabiedriskās attiecības . Rīga: Avots, 2000 | |
| 3. Communication and Discourse Theory. / 2019. ISBN: 9781789380545 | |
| Periodicals and other sources of information: | |
| 1. Starptautiskās komunikācijas vadītāja profesionālās kvalifikācijas prasības (2020): https://registri.visc.gov.lv/profizglitiba/dokumenti/prof_kval_pamatprasibas/2017/PKP-069.pdf | |
| During the study process changes and additions to the program and the list of references are possible | |