



PSYCHOLOGY OF COMMUNICATION

Credit points	6 CP		
Study course annotation	The course introduces students to the concept of communication, its structure and functions, characteristics of communication parties and communication difficulties. Students acquire skills essential to analysing their own communication style and improve their communication. The course format includes theoretical and practical parts: the lecturer provides theoretical knowledge and organizes practical work. The educational process is organized in such a way that students acquire practical skills along with theoretical knowledge. Practical tasks and independent work allow students to test theoretical knowledge in order to improve self-awareness and facilitate professional development.		
Aim of the study course	Introduce students to communication psychology as a branch of social psychology (theoretical aspect) and develop effective communication skills.		
Objectives of the course	<ul style="list-style-type: none"> • Introduce to the subject of communication psychology. • Introduce main communication functions. • Introduce theoretical approaches to the study of communication. • Introduce students to the nature, structure and types of communication. • Introduce communication research methods. • Promote understanding of effective communication methods. • Help to promote self-improvement process in students. 		
Study course results	Knowledge	Skills	Competences
	<ul style="list-style-type: none"> • Understand the key concepts of the communication process. • Know theoretical approaches to communication, relevant research methods, communication parties and types. • Know effective communication methods. 	<ul style="list-style-type: none"> • Systematize and analyze the causes of communication problems. • Identify communication problems. • Apply the discussed methods and techniques in communication process. • Incorporate the acquired knowledge in various private and professional situations, working in a team or individually. • Analyze own behavior in various communication situations. • Apply ethical principles in communication situations. 	<ul style="list-style-type: none"> • Independently identify and solve communication problems. • Incorporate own professional competence in communication. • Build rapport with a client. • Receive feedback from a client. • Analyze own behavior in communication.
Study course content	Topics		
	1	Introduction. Communication nature, structure, types and functions. Communication functions in the structure of human needs. Communication studies in a historical aspect. Research methods implemented in communication psychology. Modern theoretical approaches in research on communication.	
	2	Communication as an exchange of information. Verbal and non-verbal communication. Channels of non-verbal communication. Problems interpreting non-verbal signals. Communicative barriers and ways to overcome them. Developing the ability to ask questions and active listening skills.	



	3	Communication as a perception of a person. The main mechanisms of social perception. A favorable first impression scheme and its interpretation. Perception stereotypes in communication. Causal attribution phenomenon. Social perception mistakes. Destructive communication.
	4	Communication as an interaction. The structure of interactive communication. Interaction levels. Interaction mechanisms. Forms of business communication. Tactics aimed at influencing in communication. Self-monitoring programs. Areas of practical application.
	5	Communication styles and effective communication. Personal traits and communication styles. Culture and communication style. Male and female communication styles. Effective communication criteria.
Form of assessment:	Exam	
Obligatory literature:		
<ol style="list-style-type: none"> 1. Sundar, S. (2015). <i>The Handbook of the Psychology of Communication Technology</i>. N.Y.: Wiley & Sons, Inc., 298. 2. Verderber K.S., Sellnow, D.D., Verderber R.F. (2016) <i>Communicate!</i> 15th Edition. N.Y.: Cengage Learning, 578. 3. Verderber R.F., Verderber K.S., Sellnow, (2023). <i>The Challenge of Effective Speaking in a Digital Age</i>, 18th Edition. N.Y.: Cengage Learning, 368. 		
Further reading list:		
<ol style="list-style-type: none"> 1. Knapp, M. L., & Hall, J. A. (2005). <i>Nonverbal communication in human interaction</i>, 6th edn. Belmont, CA: Wadsworth 2. Gardiner, W.L. (2008). <i>The psychology of Communication</i>. N.Y.: Wiley & Sons, Inc. 298p. 3. Hargie, O. (2015). <i>The Handbook of Communication Skills</i>. N.Y.: Wiley & Sons, Inc. 4. Ekman, P. (2007). <i>Emotions Revealed</i>. N.Y.: Henry Holt and Company. 5. Ekman, P. & Friesen, W. (2003). <i>Unmasking the Face</i>. Cambridge, MA: MALOR BOOKS. <p>Ekman, P. (2017). Facial expressions. In J.-M. Fernández-Dols & J. A. Russell (Eds.), <i>The science of facial expression</i> (pp. 39–56). Oxford University Press. https://doi.org/10.1093/acprof:oso/9780190613501.003.0003</p>		
Periodicals and electronic databases:		
1. Journal of Interactional Research in Communication		
Changes and additions to the program and literature list are possible during the study process		