**Nazwa przedmiotu:**

Social Communication

**Koordynator przedmiotu:**

dr Micha? Pr?gowski

**Status przedmiotu:**

Obowiązkowy

**Poziom kształcenia:**

Studia I stopnia

**Program:**

Informatyka

**Grupa przedmiotów:**

Wspólne

**Kod przedmiotu:**

brak

**Semestr nominalny:**

3 / rok ak. 2009/2010

**Liczba punktów ECTS:**

2

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

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

**Język prowadzenia zajęć:**

polski

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

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

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

**Wymagania wstępne:**

brak

**Limit liczby studentów:**

**Cel przedmiotu:**

To help students understand the meaning of attentive and coherent communication, both in personal and professional life, while describing common pitfalls and dangers. The course also aims at helping students to manage their personal identity with improved awareness, preparing them to compete better on the labor market. Moreover, students will learn the core rules of public appearances, social leadership, as well as ways of influencing others and being influenced by others.

**Treści kształcenia:**

The course explains the core rules of social communication and social interaction, while presenting general rules, axioms and characteristics of the social communication. The importance and application of signs and symbols in human communication is discussed, as well as effectiveness and credibility in social communication. During the course students also learn about popular psychological disturbances in communication (i.e. stereotypes, prejudices, stigma). Verbal and non-verbal communication is discussed, along with characteristics of public appearances and mass communication (i.e. through mass media). Finally the course covers computer-mediated communication and its significance in modern life.

**Metody oceny:**

20% continuous assessment based on active participation and ongoing task performance, 40% mid-term test, 40% final test.

**Egzamin:**

**Literatura:**

E. Griffin, A First Look at Communication Theory, McGraw Hill, 2005 • E. Aronson, The Social Animal, Worth Publishers, 2007 • J. Suler, The Basic Psychological Features of Cyberspace, http://www-usr.rider.edu/~suler/psycyber/basicfeat.html • J. Suler, The Final Showdown Between In-Person and Cyberspace Relationships, http://www-usr.rider.edu/~suler/psycyber/showdown.html

**Witryna www przedmiotu:**

**Uwagi:**

## Efekty przedmiotowe