University of Gdańsk

Subject card

Subject name and code	Introduction to Communications Theory - lecture, PG_00139922						
Field of study	Scandinavian Studies						
Date of commencement of studies	October 2026		Academic year of realisation of subject	2027/2028			
Education level	Bachelor's studies		Subject group	Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study			
Mode of study	full-time studies		Mode of delivery	at the university			
Year of study	2		Language of instruction	Polish			
Semester of study	3		ECTS credits	2.0			
Learning profile	academic		Assessment form	credit			
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Maja Chacińska, prof. UG				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		2.0		18.0	50
Subject objectives	The aim of the course is to introduce students to the history and basic theories in the field of social communication. Students also learn the practical application of elements of the theories on interpersonal, group and mass communication.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[SKANL3_W09] He knows and describes the legal and economic conditions of the functioning of institutions related to the chosen sphere of activity in the Nordic countries, including basic principles of creating and developing different forms of entrepreneurship.	Describes the means of mass communication explains the processes involved in forming and changing opinions	[SW3] text preparation/written work
[SKANL3_U04] He is able to plan and organize both individual and team work.	Is goal-oriented (e.g. in preparing a joint project in a group) Works in a team using the group work methods Leads group work	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU8] observation of student's independent or team work
[SKANL3_K04] He independently undertakes and initiates research activities in the field of literary and linguistic studies within the Scandinavian Studies program, and is ready to fulfill the professional role of a philologist.	Is ready to fulfil the professional role of philologist	[SK1] oral statement/conversation/ discussion [SK8] observation of student's independent or team work
[SKANL3_W06] He knows and comprehends cultural and media-related facts and issues of the Nordic region in an advanced degree, as well as the tools for their description and analysis.	Identifies group and interpersonal communication topics	[SW3] text preparation/written work
[SKANL3_W04] He is familiar with selected, advanced terminology in the field of literary studies, linguistics, as well as cultural and religious studies of the Nordic region, in Polish, English, or one of the Nordic languages (Swedish, Norwegian, Danish, Finnish).	Defines basic concepts related to social communication Identifies basic public relations techniques.	[SW1] oral statement/ conversation/discussion

Subject contents

History of communication studies. History of social communication theory. Scope and content of the concept of "social communication." Communication processes. Types, methods, and forms of communication. Communication models. Communication systems. Seven traditions in the field of communication theory. Interpersonal communication: e.g. expectancy violation theory, constructivism, relational dialectics. Group communication: e.g. functional perspective, adaptive structuration theory. Intercultural communication

Prerequisites and co-requisites

Basic knowledge of one of the Scandinavian languages, knowledge of English, unless the teacher decides otherwise in special cases.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
managing the Institute's Instagram profile	51.0%	15.0%
partial tests	51.0%	80.0%
active attendance in class	93.0%	5.0%

Recommended reading	Basic literature	**The teacher determines a reading list for every class** Baxter, L. A, Scharp K. M., Thomas L., Relational Dialectics Theory, Journal of Family Theory & Review 13(5), 2021. Bernays E., Propaganda, New York 2005. Le Bon, G., *The Crowd: A Study of the Popular Mind*, Batoche Books, 2001. Le Bon, G., *Psychologia tłumu,* Wydawnictwo Bellona, 2024. Butler J., Uwikłani w płeć, Wydawnictwo Krytyki Politycznej, 2024. Golka M., *Bariery w komunikowaniu i społeczeństwo (dez)informacyjne* , Warszawa, 2008 Griffin E., *Podstawy komunikacji społecznej*. Gdańskie Wydawnictwo Psychologiczne. Gdańsk, 2003. Kramarae, C. Muted Group Theory and Communication: Asking Dangerous Questions, Women and Language 28, no. 2 (2005): 5561. Lasswell, H., The structure and function of communication in society, New York: Institute for Religious and Social Studies, 1948. Mcphee, R., Poole M. S., Iverson J., *Structuration Theory,* w: Putnam, L. L, Mumby D. K., (red.) The SAGE Handbook of Organizational Communication, Sage, 2013. Filmy: Personal Influence: The Long Road to Decatur. The Century of the Self (fragmenty) Understanding Marshall McLuhan (fragmenty) Strony: https://www.afirstlook.com/home
	Supplementary literature	Hall E. T., Proksemika w kontekście krzyżowania się kultur, (w:) *Ukryty wymiar*, MUZA S.A., Warszawa 2001. Mattelart, A., Mattelart M., *Teorie komunikacji. Krótkie wprowadzenie*, PWN, Warszawa-Kraków, 2001. McLuhan M., *Zrozumieć media. Przedłużenie człowieka*, Wydawnictwa Naukowo-Techniczne, Warszawa, 2004. Nęcki Z., *Komunikacja międzyludzka*, ANTYKWA, Kraków 2000.
	eResources addresses	

Example issues/ example questions/ tasks being completed	
Work placement	Not applicable

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