

Subject card

Subject name and code	Introduction to Communications Theory - tutorial, PG_00139926						
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 Humanistic-social 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	Institute of Scandinavian Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Maja Chacińska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	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_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.	Works in a team using the group work methods Is ready to fulfil the professional role of philologist	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work
	[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.	Describes the means of mass communication	[SW1] oral statement/conversation/discussion
	[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	[SW2] presentation/project/paper/report
	[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.	[SW2] presentation/project/paper/report
	[SKANL3_U05] He participates in discussions, is open to the variable, often unpredictable positions of interlocutors, and can jointly reach a constructive solution with them using appropriate methods.	Participates in discussions and argues on topics covered in the exercises	[SU1] oral statement/conversation/discussion
	[SKANL3_U09] He has the ability to prepare oral presentations in Polish, one of the Nordic languages, and English, concerning literature, language, culture, media, history, and societies in the Nordic countries, addressing specific issues, using basic theoretical approaches, as well as various sources.	Selects appropriate materials, preparing a project or presentation	[SU2] presentation/project/paper/report
	[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)	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
Subject contents	Group work, discussions, presentations, simulations, sample problems: Interdisciplinary nature of social communication; overview of the history . Classical theoretical approaches to social communication. Non-verbal and verbal communication, conscious and unconscious processes of information processing in acts of sending and receiving the message. Verbal communication - fundamental functions of language. Principles of conversation and its organization. Effective speaking and listening. Determinants of misunderstandings and effective verbal communication. Negotiation - theoretical underpinnings. The concept of negotiation, its significance in social life. Negotiation styles, phases of the negotiation process, and their specific characteristics. The issue of the potential impact of individual differences on negotiation effectiveness.		
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
	presentation or project	51.0%	50.0%
	active participation in class	93.0%	50.0%

Recommended reading	Basic literature	Dobek-Ostrowska, B. (red.), Podstawy komunikowania społecznego, Wydawnictwo Astram, 2007 Griffin E., Podstawy komunikacji społecznej, GWP, Gdańsk 2003 Morreale, S.P., Spitzberg, K. Onunakjamiędzy ludźmi, Wydawnictwo Naukowe PWN, 2016 Mattelart, A., Mattelart M., Teorie komunikacji. Krótkie wprowadzenie, PWN, Warszawa-Kraków, 2001. Sikorski C., Zachowania ludzi w organizacji. PWN. Warszawa 1999. https://www.afirstlook.com/home
	Supplementary literature	Tworzydło D., Public Relations. Praktyka komunikowania 3.0, Wydawnictwo Naukowe PWN 2023 Olivier B., Nauki o komunikacji, Oficyna Naukowa, 2012.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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