

Subject card

Subject name and code	Introduction to Theory of Communication, PG_00166626						
Field of study	Cultural Communication						
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 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			English	
Semester of study	4		ECTS credits			3.0	
Learning profile	academic		Assessment form			exam	
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Joanna Redzimska				
	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		43.0	75
Subject objectives	The aim of the course is to familiarize students with the most important research approaches in communication theory including those related to nonverbal, interpersonal, and mass communication. Additionally, the components of communication, types/models of communication, and the principles of their classification will be introduced.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[CCL3_K01] The graduate is ready to critically assess the extent of his/her knowledge and skills, including cultural studies, literary studies and linguistics in relation to intercultural dialogue.	Student is prepared to critically assess the scope of his/ her knowledge and skills in the field of the introduction to the theory of communication.	[SK4] test/exam - oral or written
	[CCL3_W15] The graduate knows and understands to an advanced degree the basic methods of linguistic analysis, including those applicable to the study of the cultural and social functioning of language.	Student knows and understands to an advanced degree methods of linguistic analysis in the field of the introduction to the theory of communication.	[SW4] test/exam - oral or written
	[CCL3_W09] The graduate has advanced knowledge of the basic English-language conceptual and terminological apparatus of linguistics, particularly applicable to the study of the cultural and social functioning of language.	Student knows English advanced terminology and terms related to the field of the introduction to the theory of communication.	[SW4] test/exam - oral or written
	[CCL3_U02] The graduate can appropriately use the acquired subject knowledge to identify and explain facts, phenomena and processes concerning culture, literature and language, as well as their cultural and social conditions, using concepts and methods from the fields of cultural and religious sciences, literary studies and linguistics.	Student applies knowledge and skills in identifying and explaining facts, phenomena and processes in the field of the introduction to the theory of communication.	[SU4] test/exam - oral or written
	[CCL3_W03] The graduate knows and understands to an advanced degree selected issues that constitute basic general knowledge in linguistics, in particular, concerning the cultural and social functioning of language.	Student knows and understands to an advanced degree selected aspects in the field of the introduction to the theory of communication.	[SW4] test/exam - oral or written
	[CCL3_W06] The graduate knows and understands to an advanced degree the basic research methodologies and theories in linguistics, especially applicable to the study of the cultural and social functioning of language.	Student knows and understands to an advanced degree research methodologies and theories in the field of the introduction to the theory of communication.	[SW4] test/exam - oral or written
	[CCL3_W12] The graduate has advanced detailed knowledge of issues in the cultural and social functioning of language.	Student has an advanced detailed knowledge in the field of the introduction to the theory of communication.	[SW4] test/exam - oral or written
	[CCL3_U08] The graduate is able to communicate in English, using specialized terminology in cultural and religious studies, literary studies and linguistics.	Can communicate in English using specialist terminology in the field of cultural studies.	[SU4] test/exam - oral or written
Subject contents	Introduction of basic concepts related to the communication process. Models of communication. Forms of communication. Gestures and gesticulation. Language as the most important element in the communication process: linguistic sign, the meaning of the language code, speech acts, relevance theory. Communication in the public sphere. Interaction vs. manipulation. Multimodal communication.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	oral or written test or exam	50.0%	100.0%

Recommended reading	Basic literature	Emory Griffin. 2011. A first look at Communication Theory. McGraw-Hill Companies, Incorporated. Austin, J.L. 1962. How to Do Things with Words. Oxford University Press. other reading materials prepared by a teacher
	Supplementary literature	Gill, R. (2007). Postfeminist Media Culture. Elements of a sensibility, European Journal of Cultural Studies, 10.2: 147-166. Hall, S. (1980) 'Encoding/decoding'. in Culture, media, language: Working papers in cultural studies, 1972-79. New York: Routledge. Hartley, J (2002). Communication, cultural and media studies: the key concepts. London: Routledge. Hayles, K. (2012) How we think. Digital media and contemporary technogenesis. Chicago: Chicago University Press. Katz, E., & Lazarsfeld, P. (1955) The part played by the people in the flow of mass communication. New York: The Free Press. Katz, E., Blumler, J., Gurevitch, M. (1973) 'Uses and gratifications research'. The Public Opinion Quarterly, 37, 509-523. Lasswell, H. D. (1948) 'The structure and function of communication in society'. in The communication of ideas. ed. by Bryson, L. New York: Harper. Lazarsfeld, P., Merton, R. K. (1948) 'Mass communication, popular taste and organized social action' in The communication of ideas. ed. by Bryson, L. New York: Harper. Lazarsfeld, P.F., Berelson, B., Gaudet, H. (1968) The people's choice: How the voter makes up his mind in a presidential campaign. 3rd ed. New York: Columbia University Press. McRobbie, A. (2004) Postfeminism and popular culture Feminist Media Studies Vol. 4, No. 3 : 255-264. McLuhan, M. (1992) The global village: Transformations in world life and media in the 21st century. New York: Oxford University Press USA.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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