

FACULTY OF ELECTRICAL
ENGINEERING**SUBJECT CARD**

Name in Polish: **Komunikacja społeczna**
 Name in English: **Social communication**
 Main field of study (if applicable): **Electrical Engineering**
 Specialization (if applicable): **Industrial Electrical Engineering**
 Level and form of studies: **2nd level, part-time**
 Kind of subject: **optional / university-wide**
 Subject code: **PKH550422**
 Group of courses: **NO**

	Lecture	Classes	Laboratory	Project	Seminar
Number of hours of organized classes in University (ZZU):					11
Number of hours of total student workload (CNPS):					50
Form of crediting:					crediting with grade
For group of courses mark (X) final course:					
Number of ECTS points:					2
including number of ECTS points for practical (P) classes :					2
including number of ECTS points for direct teacher-student contact (BK) classes:					1.40

PREREQUISITES RELATING TO KNOWLEDGE, SKILLS AND OTHER COMPETENCES

1. Basic knowledge from the area of Humanities and social sciences area

SUBJECT OBJECTIVES

- C1. Student acquires basic knowledge of the functioning in the society.
 C2. Student acquires skills in interpersonal communication and social interaction
 C3. The student acquires basic social competences in interpersonal communication.

SUBJECT LEARNING OUTCOMES*relating to knowledge:**relating to skills:*

- PEU_U01 The student has the ability to understand social, economic, legal and others non technical conditions of engineering activities
 PEU_U02 The student is able to formulate and thoroughly justify opinions, prepare and make presentations related to the problems from the scope of topics of the studied discipline as well as to the topics related to the environment of work. Is also able to take part in scientific and professional discussions.

relating to social competences:

- PEU_K01 The student is able to think critically and to argue their position, allowing it properly determine the priorities for implementing specified by himself or other tasks, taking into account issues of social responsibility.

PROGRAMME CONTENT

Form of classes - seminar		Number of hours:
Sem 1	Introduction to the social communication.	1
Sem 2	Verbal communication	1
Sem 3	Nonverbal communication.	2
Sem 4	Visual communication	2
Sem 5	Audial communication	2
Sem 6	Mediated communication	1
Sem 7	Mass communication - advertising	1
Sem 8	Praxis of communication and PR	1
Total hours:		11

TEACHING TOOLS USED

- N1. Multimedia presentation
 N2. Informational lecture
 N3. Interactive lecture

EVALUATION OF SUBJECT LEARNING OUTCOMES ACHIEVEMENT

Evaluation <i>F - forming (during semester)</i> <i>P - concluding (at semester end)</i>	Educational effect number	Way of evaluating educational effect achievement
F1(s)	PEU_U01 PEU_U02 PEU_K01	Presentation
F2(s)	PEU_U01 PEU_U02 PEU_K01	Active participation
P(s)	$P=0,8F1+0,2F2$	

PRIMARY AND SECONDARY LITERATURE**PRIMARY LITERATURE:**

- [1] Goban-Klas T. (2009) Media i komunikowanie masowe: Teorie i analizy radia, prasy, telewizji i internetu, Wydawnictwo Naukowe PWN, Warszawa.
 [2] Hopfinger M. (red.) (2002) Nowe media w komunikacji społecznej XX wieku, Oficyna Naukowa, Warszawa.
 [3] Kluszczyński R. W. (2001) Społeczeństwo informacyjne. Cyberkultura. Sztuka multimedialności, Rabid, Kraków.
 [4] Leathers D. G. (2007) Komunikacja niewerbalna, Wydawnictwo Naukowe PWN, Warszawa.

SECONDARY LITERATURE:

- [1] van Dijk J., (2010) Społeczne aspekty nowych mediów, Wydawnictwo Naukowe PWN, Warszawa.
 [2] McLuhan M. (2001) Wybór tekstów, Zysk i Spółka, Poznań.
 [3] Rothert A. (2003) Technopolis. Wirtualne sieci polityczne, Elipsa, Warszawa.
 [4] Sieńko M. (2002) Człowiek w pajęczynie: Internet jako zjawisko kulturowe, Atut, Wrocław.
 [5] Bugajski M. (2007) Język w komunikowaniu, Wydawnictwo Naukowe PWN, Warszawa

SUBJECT SUPERVISOR

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