

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):					54
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 EDUCATIONAL EFFECTS***relating to knowledge:**relating to skills:*

- PEK\_U01 The student has the ability to understand social, economic, legal and others non technical conditions of engineering activities  
 PEK\_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:*

- PEK\_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:		<b>11</b>

### TEACHING TOOLS USED

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

### EVALUATION OF SUBJECT EDUCATIONAL EFFECTS ACHIEVEMENT

Evaluation <i>F - forming (during semester) P - concluding (at semester end)</i>	Educational effect number	Way of evaluating educational effect achievement
F1(s)	PEK_U01 PEK_U02 PEK_K01	Presentation
F2(s)	PEK_U01 PEK_U02 PEK_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 multimedialna, 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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### MATRIX OF CORRELATION BETWEEN EDUCATIONAL EFFECTS FOR SUBJECT PKH550422 - Social communication AND EDUCATIONAL EFFECTS FOR MAIN FIELD OF STUDY Electrical Engineering AND SPECIALIZATION Industrial Electrical Engineering

Subject educational effect	Correlation between subject educational effect and educational effects defined for main field of study and specialization (if applicable)	Subject objectives	Programme content	Teaching tool number
PEK_U01	K2ETK_U07	C.1	Sem1 Sem2 Sem3 Sem4 Sem5 Sem6 Sem7 Sem8 Sem9	N.1 N.2
PEK_U02	K2ETK_U07	C.2	Sem2 Sem3 Sem4 Sem5 Sem6 Sem7	N.1 N.2 N.3
PEK_K01	K2ETK_K06	C.3	Sem8 Sem9	N.1 N.2 N.3