Appendix No. 1.5 to the Resolution No. 7/2023
of the Rector of the University of Rzeszów

SYLLABUS

REGARDING THE QUALIFICATION CYCLE FROM 2024 TO 2027
ACADEMIC YEAR 2024/2025

1. BASIC COURSE/MODULE INFORMATION

Course/Module title	Communication Theory
Course/Module code *	K15
Faculty (name of the unit offering the field of study)	College of Humanities
Name of the unit running the course	Institute of Modern Languages
Field of study	Media, Visual and Social Communication
Qualification level	Bachelors degree
Profile	general academic
Study mode	full-time
Year and semester of studies	Year 1, semester 1
Course type	major
Language of instruction	English
Coordinator	prof. dr hab. Mariana Sokol
Course instructor	prof. dr hab. Mariana Sokol

* - as agreed at the faculty

1.1. Learning format – number of hours and ECTS credits

Semester (no.)	Lectures	Classes	Laboratories	Seminars	Practical classes	Internships	others	**ECTS credits**
1	30							4

1.2. Course delivery methods
- conducted in a traditional way

1.3. Course/Module assessment (exam, pass with a grade, pass without a grade)
- pass without a grade

2. PREREQUISITES

none

3. OBJECTIVES, LEARNING OUTCOMES, COURSE CONTENT, AND INSTRUCTIONAL METHODS

3.1. Course/Module objectives

O1	To familiarize students with the issue of interculturality.
O2	To familiarize students with theoretical aspects of communication, strategies, channels and styles of communication, as well as the principles of verbal and non-verbal communication.
O3	Develop students' ability to diagnose intercultural misunderstandings and explicate problems resulting from the existence of various cultures.
O4	Consolidation of practical knowledge of communication competences in various areas of global life.
O5	Awareness of (inter)cultural differences between native and foreign cultures and sensitivity to them.

3.2. COURSE/MODULE LEARNING OUTCOMES (TO BE COMPLETED BY THE COORDINATOR)

Learning Outcome	The description of the learning outcome defined for the course/module	Relation to the degree programme outcomes
LO_01	Student has extended and deepened knowledge of the basic concepts of intercultural communication, key facts, phenomena and concepts in the field of communication in a broad sense	K_W01
LO_02	Student has structured and theoretically based knowledge of communication theory, significance and impact, and the place of knowledge of intercultural communication	K_W02
LO_03	Student has specialist knowledge appropriate for the analysis of intercultural competences in various areas and levels of competence, can identify and use various sources of information and use them freely in intercultural matters, and critically assesses the knowledge and received content, also in the intercultural field.	K_U01

3.3. Course content (to be completed by the coordinator)

A. Lectures

Content outline
Theoretical bases of intercultural communication: definition of communication, communication process and its participants, features and conditions of effective

communication, definition and rules of formulating a message, forms of information exchange.
Verbal and non-verbal communication as a cultural phenomenon. Principles of verbal communication: semantic principles of transmitting a message, secrets of careful listening
Principles of non-verbal communication: non-verbal communication channels - body language, errors in non-verbal communication.
Disruptions and barriers in the intercultural communication process: semantic, psychological, environmental and physical barriers, conflict and ways of solving it.
The role of intercultural communication in the era of globalization.

3.4. Methods of Instruction

Text analysis and discussion, practical project, group work

4. Assessment techniques and criteria

4.1 Methods of evaluating learning outcomes

Learning outcome	Methods of assessment of learning outcomes (e.g. test, oral exam, written exam, project, report, observation during classes)	Learning format (lectures, classes,...)
LO_01	WRITING TASK, ORAL EXAM	LECTURE
LO_02	WRITING TASK, ORAL EXAM	LECTURE
LO_03	PROJECT, OBSERVATION	LECTURE

4.2 Course assessment criteria

Weighting of Assessments:

- Writing Tasks (LO_01, LO_02, LO_03): 60%
- Final Examination (Comprehensive, covering all learning outcomes): 40%

Minimum Passing Requirement:

- Students must achieve a minimum of 60% on each individual assessment component (Writing Tasks and Final Examination) to pass the course. The overall final grade will be calculated based on the weighted average of all assessment components.

Detailed Grading Scale:

- 93-100% - A (Excellent)
- 85-92% - B+ (Very Good)
- 77-84% - B (Good)
- 69-76% - C+ (Satisfactory)
- 60-68% - C (Passable)
- Below 60% - F (Fail)

5. Total student workload needed to achieve the intended learning outcomes – number of hours and ECTS credits

Activity	Number of hours

Course hours	30
Other contact hours involving the teacher (consultation hours, examinations)	5
Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.)	50
Total number of hours	85
Total number of ECTS credits	4

* one ECTS point corresponds to 25-30 hours of total student workload

6. Internships related to the course/module

Number of hours	
Internship regulations and procedures	

7. Instructional materials

Compulsory Literature:

Stacks, D. W., & Salwen, M. B. (2017). An integrated approach to communication theory and research (3rd ed.). Routledge.

West, R., & Turner, L. H. (2018). *Introducing communication theory: Analysis and application* (6th ed.). McGraw-Hill Education.

Complementary Literature:

Glondys, D., & Bednarczyk, M. (2020). Komunikacja interkulturowa, albo lepiej nie wychodź z domu [Intercultural communication, or better not leave the house]. Wydawnictwo UJ.

Zaporowski, A. (2006). Czy komunikacja międzykulturowa jest możliwa?: Strategia kulturoznawcza [Is intercultural communication possible?: A cultural studies strategy]. Wydawnictwo Naukowe UAM.

Zamiara, K. (Ed.). (2005). Kultura, komunikacja, podmiotowość: Szkice epistemologiczno-kulturoznawcze [Culture, communication, subjectivity: Epistemological-cultural studies]. Uniwersytet im. Adama Mickiewicza w Poznaniu, Wydawnictwo Naukowe UAM.

Approved by the Head of the Department or an authorised person