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 2025/2026

1. BASIC COURSE/MODULE INFORMATION

Course/Module title	Verbal and Nonverbal Communication
Course/Module code *	K17
Faculty (name of the unit offering the field of study)	Faculty of Philology
Name of the unit running the course	Institute of English Studies
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 2, semesters 3 and 4
Course type	major
Language of instruction	English
Coordinator	dr Arkadiusz Pietluch
Course instructor	dr Arkadiusz Pietluch

* - 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**
3		30						2
4		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)

- SEMESTER III: pass with a grade
- SEMESTER IV: pass with a grade, exam

2. PREREQUISITES

none

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

3.1. Course/Module objectives

O1	Developing students' understanding of the essence and diversity of verbal and non-verbal communication, with emphasis on its social, cultural, and psychological dimensions, while fostering the capacity to apply this knowledge in real-life practice.
O2	Familiarizing students with the key aspects of verbal and non-verbal communication and strengthening their practical ability to use strategies, channels, and styles effectively across different communicative contexts, including various branches of business
O3	Developing students' ability to diagnose intercultural misunderstandings and explicate problems resulting from the existence of various cultures.
O4	Developing students' ability to establish contacts in an international group, negotiate meanings and create planes of understanding in conditions of natural interactions, as well as gaining practical knowledge of communication competences in various areas of global life, including different branches of business

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	The student has extended and deepened knowledge of the basic concepts of communication, key facts, phenomena, and concepts in the field of communication in a broad sense, with particular emphasis on verbal and non-verbal dimensions	K_W01
LO_02	Student is able to use developed techniques and strategies in diverse communication contexts and correctly distinguish between the materials and tools for their implementation, as well as classify the relevant means of expression	K_W03
LO_03	Student is able to construct short forms of information (written and oral), select the information to be acquired, notice and identify the relationships between them and their impact on social processes and the attitudes of individual recipients, using appropriate language when communicating with the public.	K_U02
LO_04	Student is able to interact with the group or project leader in a theoretical and practical way in planning, organizing and carrying out	K_U09

	team work, taking into account the various aspects of intercultural communication.	
LO_05	Student is able to develop his/her own workshop (project), skills and knowledge and continually update them in the process of intercultural communication.	K_K01

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

A. Lectures

Content outline

B. Classes, laboratories, seminars, practical classes

Content outline
Foundations of Communication Definition, models, and processes of communication; participants and roles; features and conditions of effective interaction; forms of information exchange (interpersonal, group, mass, intercultural); barriers to communication and strategies for overcoming them.
Verbal Communication Principles of verbal communication; semantic aspects of message formulation; effective argumentation (rhetoric and eristics); careful and active listening; silence and prosodic features (intonation, rhythm); verbal communication in professional contexts (business, teamwork, project management).
Non-Verbal Communication Role and interrelation of non-verbal and verbal communication; kinesics (gestures, facial expressions, gaze, posture, touch); proxemics (space, distance, spatial organization); paralanguage (tone, rhythm, intonation); appearance (physical presence, attire); errors and misinterpretations in non-verbal communication; socio-cultural conditioning of non-verbal behavior.
Intercultural and Social-Psychological Dimensions Intercultural communication as a cultural and social phenomenon; intercultural competence (adaptation, tolerance, integration, assimilation); stereotypes and their impact on communication; social and psychological aspects (perception, emotions, group influence); verbal and non-verbal communication in intercultural contexts.
Applied Communication in Professional Contexts Developing communicative competences for self-expression and workplace effectiveness; communication in conflict and negotiation; communication in groups and organizations; verbal and non-verbal strategies in project management and leadership; communication across business branches (marketing, HR, management, international trade); case studies, role-plays, and simulations.

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	OBSERVATION DURING CLASSES, PROJECT, EXAM	CLASSES
LO_02	OBSERVATION DURING CLASSES, PROJECT	CLASSES
LO_03	OBSERVATION DURING CLASSES, PROJECT	CLASSES
LO_04	OBSERVATION DURING CLASSES, PROJECT	CLASSES
LO_05	OBSERVATION DURING CLASSES, PROJECT	CLASSES

4.2 Course assessment criteria

Each semester, students are required to complete three projects. The list of project topics will be provided by the instructor at the beginning of the course. Projects are designed to reflect different business communication contexts, such as pitching, delivering a report, or conducting negotiations. The purpose of these tasks is for students to demonstrate their awareness of verbal and non-verbal communication principles in practice. Each project will be graded across five criteria: voice delivery, body language, use of appropriate register, visualization methods, and the application of communication techniques suited to the given task. Each aspect can receive a maximum of three points, giving a total of fifteen points per project.

At the end of the second semester, students will take a written test consisting of both multiple-choice and open-ended questions. The test will cover theoretical aspects of communication introduced and discussed during the course. The maximum score for the test is ten points (1 point for each question).

To qualify for the final exam, students must obtain at least 60% of the total points available from both the projects and the final test combined.

The course concludes with an oral exam. This examination will cover the various aspects of communication, with particular emphasis on verbal and non-verbal communication, that students have been familiarized with throughout the two semesters.

Grading scale:
60-68% - 3.0
69- 76% - 3.5
77-84% - 4.0
85-92% - 4.5
93-100% - 5.0

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

Activity	Number of hours
Course hours	60
Other contact hours involving the teacher (consultation hours, examinations)	10
Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.)	80
Total number of hours	150
Total number of ECTS credits	6

* 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:

Adler, R. B., & Elmhorst, J. M. (2023). *Communicating at work* (13th ed.). McGraw-Hill.

Hargie, O. (Ed.). (2005). *The handbook of communication skills* (3rd ed.). Routledge.

Hartley, P. (2006). *Komunikowanie interpersonalne*. Astrum.

Knapp, M. L., & Hall, J. A. (2008). *Komunikacja niewerbalna w interakcjach międzyludzkich*. Astrum.

Leathers, D. G. (2009). *Komunikacja niewerbalna*. PWN.

McLeod, V. (2020). *Effective communication at work: Speaking and writing well in the modern workplace*. Rockridge Press.

Reynolds, S., & Valentine, D. (2008). *Komunikacja międzykulturowa: Przewodnik*. Wolters Kluwer.

Rouse, S. (2021). *Understanding body language: How to decode nonverbal communication in life, love, and work*. HarperCollins.

Complementary literature:

Hartley, P. (2000). *Komunikacja w grupie*. Zysk i S-ka.

Kurcz, I. (2005). *Psychologia języka i komunikacji*. Scholar.

Stewart, J. (Ed.). (2012). *Mosty zamiast murów*. PWN.

Winiarska, J., & Załazińska, A. (Eds.). (2018). *Multimodalność komunikacji*. Universitas.

Approved by the Head of the Department or an authorised person