

Course syllabus for ERASMUS+ incoming students

Course Title	
Social Communication	
Academic Teacher	Magdalena Kasperska PhD
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ECTS credits	5
Number of hours	120
Course code	INT-IG-SC-26
Course description	
This interdisciplinary course introduces students to the fundamental concepts, theories, and processes of social communication. The course explores interpersonal, group, organizational, mass, and digital communication, with particular attention to the role of communication in contemporary society. Students will examine communication strategies, media influence, public discourse, intercultural communication, and the impact of social media on human interactions. The course also develops critical thinking and effective communication skills applicable in academic, professional, and social contexts.	
Learning outcomes - course content	
Upon completion of the course, students will be able to: - explain the basic concepts and models of social communication, - identify the elements and functions of the communication process, - distinguish between verbal and non-verbal communication, - analyse interpersonal, group, organizational, and mass communication, - understand the role of media and digital technologies in shaping public opinion, - discuss the impact of social media on communication and social relationships, - recognize barriers to effective communication and methods of overcoming them, - apply principles of intercultural communication in diverse social settings, - evaluate communication strategies used in public institutions, organizations, and the media, - develop critical communication and presentation skills.	
Student workload (self-study description)	
Student independent work includes: - reading and analysing academic literature and selected case studies, - preparing an individual or group presentation,	

- completing a communication-related project,
- analysing examples of media and public communication,
- participation in selected classes with a Polish-speaking group (if applicable),
- independent preparation for classes and examinations,
- reviewing current research and trends in social communication.

Literature

1. Roosa, C. A., Koudenburg, N., & Postmes, T. (2024). *The Social Dynamics Approach to Mediated Communication*. European Review of Social Psychology.
<https://www.tandfonline.com/doi/full/10.1080/10463283.2024.2322905>
2. Page, R., & Hansson, S. (2024). *Dialogic Analysis of Government Social Media Communication: How Commanding and Thanking Elicit Blame*. Discourse, Context & Media.
<https://www.sciencedirect.com/science/article/pii/S2211695824000035>
3. Lee, A. Y., & Hancock, J. T. (2024). *Social Media Mindsets: A New Approach to Understanding Social Media Use and Psychological Well-Being*. Journal of Computer-Mediated Communication.
<https://academic.oup.com/jcmc/article/29/1/zmad048/7612379>
4. Li, B. J., Zhang, H., & Montag, C. (2024). *Too Much to Process? Exploring the Relationships Between Communication and Information Overload and Videoconference Fatigue*. PLOS ONE.
<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0312376>
5. Kobellarz, J. K., Brocic, M., Silver, D., & Silva, T. H. (2024). *Bubble Reachers and Uncivil Discourse in Polarized Online Public Sphere*. PLOS ONE.
<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0304564>