



## Subject card

|   |  |  |                          |                                     |                   |                        |     |
|---|--|--|--------------------------|-------------------------------------|-------------------|------------------------|-----|
| Subject name and code                       | Professional Communication Fundamentals, PG_00056490   |  |                          |                                     |                   |                        |     |
| Field of study                              | Management and Production Engineering  |  |                          |                                     |                   |                        |     |
| Date of commencement of studies             | October 2024   | Academic year of realisation of subject                  |                          |                                     | 2024/2025         |                        |     |
| Education level                             | first-cycle studies  | Subject group  |                          |                                     |                   |                        |     |
| Mode of study                               | Full-time studies  | Mode of delivery   |                          |                                     | at the university |                        |     |
| Year of study                               | 1  | Language of instruction                                  |                          |                                     | Polish            |                        |     |
| Semester of study                           | 1  | ECTS credits   |                          |                                     | 1.0               |                        |     |
| Learning profile                            | general academic profile   | Assessment form  |                          |                                     | assessment        |                        |     |
| Conducting unit                             | Institute of Energy -> Faculty of Mechanical Engineering and Ship Technology   |  |                          |                                     |                   |                        |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor   |  | dr inż. Marzena Banaszek |                                     |                   |                        |     |
|   | Teachers   |  | dr inż. Marzena Banaszek |                                     |                   |                        |     |
| Lesson types and methods of instruction     | Lesson type  | Lecture  | Tutorial                 | Laboratory                          | Project           | Seminar                | SUM |
|   | Number of study hours  | 15.0   | 0.0                      | 0.0                                 | 0.0               | 0.0                    | 15  |
|   | E-learning hours included: 0.0   |  |                          |                                     |                   |                        |     |
| Learning activity and number of study hours | Learning activity  | Participation in didactic classes included in study plan |                          | Participation in consultation hours |                   | Self-study             | SUM |
|   | Number of study hours  | 15   |                          | 1.0                                 |                   | 9.0                    | 25  |
| Subject objectives                          | The lecture aims to familiarize students with the basic issues of interpersonal communication, to develop the skills of noticing differences in communication in various social and cultural contexts and the ability to overcome conflicts and prejudices resulting from such differences. Classes are conducted using a workshop method based on activating students through work and discussions, case studies, genre scenes, individual work, simulations and mini-lectures with a discussion of practical examples.   |  |                          |                                     |                   |                        |     |
| Learning outcomes                           | Course outcome   |  | Subject outcome          |                                     |                   | Method of verification |     |
| Subject contents                            | <p><b>COMMUNICATION PROCESS:</b> the concept of communication; characteristics of the communication process: features, elements, levels, functions, meaning of communication</p> <p><b>VERBAL COMMUNICATION:</b> general theory of signs; characteristics of the verbal communication process, murals, graffiti, inspirational quotes, memes, codes and ciphers</p> <p><b>NON-VERSIONAL COMMUNICATION:</b> para-language; meta-messages; unforgettable speeches: words that changed the world; message effectiveness; distribution of the meaning of the message; characteristics of non-verbal communication; functions of non-verbal communication; disruptions in non-verbal communication; body language in practice</p> <p><b>INTERCULTURAL COMMUNICATION:</b> diversity and cultural diversity, differences in intercultural communication; barriers in intercultural communication: stereotypes, prejudices, discrimination; conditions for successful intercultural communication; culture shock, children of the third culture</p> <p><b>EFFECTIVE COMMUNICATION:</b> principles of effective communication between people; the importance of listening in the process of obtaining information; techniques of active listening</p> <p><b>ASERIVITY IN COMMUNICATION:</b> assertiveness as a form of communication focused on cooperation; assertive refusal; the ability to receive criticism and praise; assertive communication in difficult situations</p> <p><b>COMMUNICATION IN A TEAM:</b> team: the concept of the team and the group, team features, stages of team development, roles in the team; team communication process; team communication in conflict situations</p> <p><b>COMMUNICATION FRAUD:</b> communication fraud; the motives and strategies of lies; portrait of a liar; signs of lying</p> <p><b>COMMUNICATION IN STRESS:</b> characteristics of stress: the concept of stress, phases, types, sources, physiology, effects; strategies for coping with stress; communication under stress</p> <p><b>MAKING SOCIAL IMPACT. MANIPULATION AND PERSVASION:</b> rules of exerting social influence; persuasion and manipulation in interpersonal communication; techniques for dealing with manipulation</p> <p><b>INTERNET COMMUNITY OR VIRTUAL SOCIETY:</b> the Internet in the 21st century; virtual world and cyberspace; interpersonal relations and internet communication: the phenomenon of cyber friends, network identity, cyberbullying, internet addiction syndrome; the future of the internet</p> <p><b>COMMUNICATION IN THE INFORMATION AGE:</b> information society: definition, characteristics, properties, functions; social changes in the information age; X, Y, Z generations - transformation of the way of communicating</p> <p><b>PRACTICAL USE OF PERSONAL COMMUNICATION PRINCIPLES:</b> motivation, self-assessment, responsibility, functioning in a group</p> |  |                          |                                     |                   |                        |     |
| Prerequisites and co-requisites             |  |  |                          |                                     |                   |                        |     |

| Assessment methods and criteria                                | Subject passing criteria   | Passing threshold  | Percentage of the final grade |
|--|--|--|-------------------------------|
|  |  | Written test or Essay or Presentation  | 50.0%                         |
| Recommended reading  | Basic literature   | 1. Bieniok H.: Sztuka komunikowania się, negocjacji i rozwiązywania konfliktów. Wydawnictwo Akademii Ekonomicznej 2005<br>2. Cialdini R.B.: Wyzieranie wpływu na ludzi. Teoria i praktyka. Wydawnictwo GWP 2011<br>3. Dobek-Ostrowska B.: Podstawy komunikowania społecznego. Astrum 2007<br>4. Griffin E.: Podstawy komunikacji społecznej. Wydawnictwo GWP 2003<br>5. McKay M.: Sztuka skutecznego porozumiewania się. Wydawnictwo GWP 2007<br>6. Morreale S.P.: Komunikacja między ludźmi: motywacja, wiedza i umiejętności. PWN 2007<br>7. Nęcki Z.: Komunikacja międzyludzka. Antykwa 2000<br>8. Pease A.B. Mowa ciała. Dom Wydawniczy Rebis 2011<br>9. Pease A.B. Mowa ciała w pracy. Dom Wydawniczy Rebis 2011<br>10. Stewart J. (red.): Mosty zamiast murów. O komunikowaniu się między ludźmi. PWN 2000 |                               |
|  | Supplementary literature   | 1. Bacon T., Sposób na opornych. Skuteczne wywieranie wpływu. Wydawnictwo GWP 2013<br>2. Baran S., Davis D.: Teorie komunikowania masowego, Wydawnictwo Uniwersytetu Jagiellońskiego 2017<br>3. Collin J., Hansen M.T.: Wielcy z wyboru, MT Biznes 2018<br>4. Covey S.R.: Szybkość zaufania. Wydawnictwo Rebis 2016<br>5. Dilts R.: Sztuka prezentacji i komunikacji z grupami, Wydawnictwo PINLP 2009<br>6. Fiske J.: Wprowadzenie do badań nad komunikowaniem. Astrum 2008<br>7. Ollivier B: Nauki o komunikacji. Oficyna Naukowa 2010<br>8. Sinek S.: Zaczynaj od dlaczego, Jak wielcy liderzy inspirują innych do działania. Wydawnictwo Helion 2013<br>9. Tokarz M.: Argumentacja, perswazja, manipulacja. Wydawnictwo GWP 2006<br>10. Wiszniewski A.: Jak przekonywująco mówić i przemawiać. PWN 1994      |                               |
|  | eResources addresses   | Adresy na platformie eNauczanie:   |                               |
| Example issues/<br>example questions/<br>tasks being completed | 1. Why do people communicate with each other? What do they want to achieve through communication and what methods do they use to achieve their goals?<br><br>2. How to speak so that others will listen to us. How to listen to understand what others are saying. |  |                               |
| Work placement   | Not applicable   |  |                               |

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