

# 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)	College of Humanities
Name of the unit running the course	Institute of Modern Languages
Field of study	Media, Visual and Social Communication
Qualification level	Bachelor's 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	prof. Mariana Sokol
Course instructor	prof. 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
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
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## 3. OBJECTIVES, LEARNING OUTCOMES, COURSE CONTENT, AND INSTRUCTIONAL METHODS

### 3.1. Course/Module objectives

O1	Acquiring knowledge about interpersonal and intercultural communication.
O2	Understanding the essence of communication, its diversity and connections with culture, and the ability to selectively choose information for the purpose of its synthetic presentation. 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	Consolidation of practical knowledge of theoretical aspects of communication, strategies, channels and styles of communication, as well as the principles of verbal and non-verbal communication.
O4	Developing students' ability to diagnose intercultural misunderstandings and explicate problems resulting from the existence of various cultures.
O5	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 practical knowledge of communication competences in various areas of global life.

### 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 is able to use developed techniques and strategies in intercultural communication and correctly distinguishes between the materials and tools for their implementation, as well as classifying 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	K_U02

	appropriate language when communicating with the public.	
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 team work, taking into account the various aspects of intercultural communication.	K_U09
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

Contents
Not applicable

#### B. Classes, laboratories, seminars, practical classes

Content outline
<b>Semester III:</b>
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
<b>Semester IV:</b>
Intercultural competence, intercultural communication, adaptation, tolerance
Stereotypes. Strategies and channels of intercultural communication. Integration, assimilation, social adaptation
Disturbances and barriers in the process of intercultural communication: 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	observation during classes, project, exam	CLASSES
LO_02	observation during classes, project, exam	CLASSES
LO_03	observation during classes, project	CLASSES
LO_04	observation during classes, project	CLASSES
LO_05	observation during classes	CLASSES

#### 4.2 Course assessment criteria

<p>During each semester, students prepare an individual project (an oral presentation supported by multimedia), which is evaluated based on the following criteria (each scored on a scale of 1-5): voice control, body language, language accuracy, and visualization methods.</p> <p>Grading scale:  60-68% - 3.0  69-76% - 3.5  77-84% - 4.0  85-92% - 4.5  93-100% - 5.0</p> <p>To be eligible to take the exam, students must achieve at least a satisfactory grade in each semester. The exam can be either written or oral and covers topics discussed during the course.</p> <p>Grading scale:  60-68% - 3.0  69-76% - 3.5  77-84% - 4.0  85-92% - 4.5  93-100% - 5.0</p>
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#### 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)	12
Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.)	80
Total number of hours	152
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	Not applicable
Internship regulations and procedures	Not applicable

## 7. Instructional materials

<p>Literatura podstawowa:</p> <p>Borderlands : art, literature, culture / edited by Ewelina Bańska, Zofia Kolbuszewska. - Lublin :Wydawnictwo KUL, 2016.</p> <p>Acoustic territories: sound culture and everyday life / by Brandon LaBelle. - New York :Continuum, 2010.</p>
<p>Literatura uzupełniająca:</p> <p>Glondys D., Bednarczyk M., Komunikacja interkulturowa, albo lepiej nie wychodź z domu, Wydawnictwo UJ, 2020</p> <p>Czy komunikacja międzykulturowa jest możliwa? : strategia kulturoznawcza / Andrzej Zaporowski. - Poznań: Wydaw. Naukowe UAM, 2006.</p> <p>Kultura, komunikacja, podmiotowość: szkice epistemologiczno-kulturoznawcze / pod red. Krystyny Zamiary ; Uniwersytet im. Adama Mickiewicza w Poznaniu. - Poznań : Wydaw. Naukowe UAM, 2005.</p>

Approved by the Head of the Department or an authorised person