



Social Communication

course syllabus for the academic year 2024/2025

Basic information	<p>Meeting times & place:</p> <ul style="list-style-type: none">• In-person: to be determined, Main Building WUT• Online: MS Teams <p>Instructor:</p> <ul style="list-style-type: none">• Dr. Michał Piotr Pęgowski• E:mail: michal.pregowski@pw.edu.pl• Office hours: to be determined (90 minutes per week), room 228 Main Building WUT• Contact also available via MS Teams (personal chat + course team)
Brief course description	<p>The course explains the core rules of social communication and social interaction, as well as general rules and characteristics of social communication. Throughout the course students learn about verbal and non-verbal cues in communication, as well as communication noises (psychological, physical, physiological, and semantic), public appearances and mass communication, distinctive characteristics of computer-mediated communication and its significance in modern life.</p>
Assessment criteria	<p>The final grade results from:</p> <ul style="list-style-type: none">• Preparation of two short essays on two given topics – max 5 points each.• Completion of the final exam in written form (multiple choice test & short answer questions) – max of 20 points. <p>Overall point cutoffs are as follows:</p> <ul style="list-style-type: none">• 0-15 points = 2.0. (fail)• 16-18 = 3.0• 19 = 3.5• 20-23 = 4.0• 24-25 = 4.5• 26-30 points = 5.0 <p><u>Additional requirements to be met:</u></p> <ul style="list-style-type: none">• At least one essay needs to be turned in.• Class participation throughout the semester.
Course content	<ol style="list-style-type: none">1. What is communication? Introduction to the field of study.2. The social animal. Communication as a foundation of human society.3. From spoken word to the Internet: the four revolutions in communication.4. Universal rules of social communication (1/2)5. Universal rules of social communication (2/2). Communication competence.6. Cultural differences and communication. How language impacts the way we speak, see ourselves and others, and think about the world.7. Non-verbal communication.8. Communication noises and the (un)successful communication. Negativity bias.9. Compassion over judgment: introduction to non-violent communication.

	<ol style="list-style-type: none"> 10. Mass communication. Gatekeepers, opinion leaders and their influence on the society. 11. Online and offline communication – similarities and differences. 12. Challenges of CMC and their impact on communication. Switchtasking, disinhibition effect, attention deficit in contemporary West. 13. Conflict situations and conflict resolution in online communities. 14. [exam, take 1] 15. [exam, take 2]
<p>Tentative source materials and other references (subject to changes)</p>	<ol style="list-style-type: none"> 1. Beavers, A. (2011). <i>In the Beginning Was the Word and Then Four Revolutions in the History of Information</i> (PDF; provided via MS Teams) 2. Boroditsky, L. (2012). Lost in Translation, “Wall Street Journal”, online: http://www.wsj.com/articles/SB10001424052748703467304575383131592767868 [accessed 18.10.2021] 3. Gross, J. (2013). How language can affect the way we think?, online: http://ideas.ted.com/5-examples-of-how-the-languages-we-speak-can-affect-the-way-we-think [accessed 18.04.2022] 4. Harris. T. (2016). How Technology is Hijacking Your Mind, online: https://medium.com/thrive-global/how-technology-hijacks-peoples-minds-from-a-magician-and-google-s-design-ethicist-56d62ef5edf3 [accessed 18.04.2021] 5. Hartley, P. (1999). <i>Interpersonal communication 2nd ed.</i>, Routledge 6. Lee, D. (2004). <i>Developing effective communications</i> (PDF, provided via TS Teams) 7. Rosenberg, M. (2015). <i>Nonviolent communication. A language of life</i>, PuddleDancer Press 8. Suler, J. (1998) <i>The Basic Psychological Features of Cyberspace</i>, online: http://www-usr.rider.edu/~suler/psycyber/basicfeat.html [accessed 18.04.2022] 9. Suler, J. (1998) <i>The Final Showdown Between In-Person and Cyberspace Relationships</i>, online: http://www-usr.rider.edu/~suler/psycyber/showdown.html [accessed 18.04.2022] <p><i>Note: the course also consists of a few visual materials (approx. 10 minutes long videos) shown in class.</i></p>
<p>Teaching and learning methods</p>	<p>Interactive lecturing Case study analysis Source material analysis and interpretation (with discussion)</p>