



COURSE SYLLABUS

2019/2020 Academic Year

GENERAL COURSE INFORMATION

1.1. Course Name	Communication Science								
1.2. Study Programme	Communication Management undergraduate professional study programme								
1.3. Course Short Name	KOMU	1.7. Year of Study	First						
1.4. Course Code	CM19104	1.8. Semester	First/ Winter						
1.5. Course Status	Obligatory	1.9. ECTS	5						
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Course Structure</th> <th>Hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>20</td> </tr> <tr> <td>Excercises</td> <td>10</td> </tr> </tbody> </table>	Course Structure	Hours	Lectures	20	Excercises	10	1.10. Class Venue and Schedule	Bernays – according to published schedule
Course Structure	Hours								
Lectures	20								
Excercises	10								

2. TEACHING STAFF

2.1. Lecturer in Charge	Lana Ciboci	2.6. Course Associates
2.2. Academic Rank	PhD	2.7. Academic Rank
2.3. Teaching Rank	Asisstant Professor	2.8. Teaching Rank
2.4. Contact e-mail	lana.ciboci@bernays.hr	2.9. Contact e-mail
2.5. Consultations	According to published schedule	2.10. Consultations

3. COURSE DESCRIPTION

3.1. Course Objectives	The aim of the course is to familiarize students with the basics of the communication process, its features and types, and the foundations of communication studies as a science. The specific goal of the course is to teach students the differences between interpersonal and mass communication. Students will learn and recognize the importance of well-structured verbal communication and non-verbal signs, as well as recognize the hidden non-verbal signals.
3.2. Enrolment Criteria	There are no requirements for enrolment.
3.3. Learning Outcomes	LO1: Explain the communication process, its type and its features. LO2: Distinguish interpersonal from mass communication. LO3: Explain the influence of new media on communication.



	LO4: Analyze and interpret body language.																					
3.4. Course Content	<ol style="list-style-type: none"> 1. Introductory lecture - introducing students to the content of the course and their obligations 2. Communication (definition and subject of communication, research areas) 3. Communication (type, communication channel, messages, communication models) 4. Interpersonal communication (features, competences, conversation, active listening) 5. Mass communication, the influence of new media on communication processes 6. Non-verbal communication 1 (halo effect, personal appearance, paralanguage, cronemics) 7. Non-verbal communication 2 (visual communication, facial expressions, haptics) 8. Non-verbal communication 3 (gestures, proxima) 9. Non-verbal communication 4 (object communication, seduction signals) 10. Communication between members of different cultures 11. Business etiquette 12. Exercises 13. and 14. Preliminary Exams 																					
3.5. Types of Class Activities	X	Lectures	X	Exercises		Field Trips		Multimedia and Network		Mentored Paper												
		Seminars and Workshops		Distance Learning		Independent Assignments		Laboratory		Misc.												
3.6. Course Language	Croatian Language																					
3.7. Student Obligations	Regular attendance and active participation, reading and learning from obligatory literature and participation in practical exercises.																					
3.8. Monitoring Student Work and ECTS	1	Class Attendance		Written Exam		Seminar Paper	4	Preliminary Exam(s)		Project												
		Activities in Class		Oral Exam		Research		Essay		Misc.												
3.9. Grading Students during Class and Final Exam	<table border="1"> <thead> <tr> <th>Grade Type</th> <th>Points</th> </tr> </thead> <tbody> <tr> <td>1. Attending Classes and Teaching Activity</td> <td>5</td> </tr> <tr> <td>2. Preliminary Exam 1</td> <td>44</td> </tr> <tr> <td>3. Preliminary Exam 2</td> <td>26</td> </tr> <tr> <td>4. Exercises</td> <td>25</td> </tr> <tr> <td>Total Points</td> <td>100</td> </tr> </tbody> </table>										Grade Type	Points	1. Attending Classes and Teaching Activity	5	2. Preliminary Exam 1	44	3. Preliminary Exam 2	26	4. Exercises	25	Total Points	100
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3.10. Obligatory Literature	<ol style="list-style-type: none"> 1. Pease, A.; Pease, B. (2012). <i>Velika škola govora tijela</i>, Mozaik knjiga, Zagreb. 2. Reardon, K. (1998). <i>Interpersonalna komunikacija. Gdje se misli susreću</i>, Alinea, Zagreb 																					
3.11. Supplementary Literature	<ol style="list-style-type: none"> 1. Borg, J. (2009). <i>Govor tijela: 7 jednostavnih lekcija za svladavanje „nijemog“ jezika</i>, Veble commerce, Zagreb. 2. Fiske, J. (1990). <i>Introduction to Communication Studies</i>, Routledge, New York. 3. Furnham, A.; Petrova, E. (2010). <i>Body language in business: decoding the signals</i>, Palgrave Macmillan, Houndmills. 4. Kunczik M., Zipfel A. (2006). <i>Uvod u znanost o medijima i komunikologija</i>, F. Ebert Stiftung, Zagreb: 5-31. 5. Leinert-Novosel, S. (2012). <i>Komunikacijski kompas</i>, Plejade, Zagreb. 																					



6. McQuail, D., Windahl, S. (1987). *Communication models for the study of mass communication*, Longman, Singapore, selected chapters.

7. Morris, D. (1979). *Otkrivanje čoveka kroz gestove i ponašanje*, Jugoslavija, Beograd.

8. Plenković, M. (1993). *Komunikologija masovnih medija*, Barbat, Zagreb.

3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires