

Academic Year/course: 2022/23

25927 - Psychology of Communication

Syllabus Information

Academic Year: 2022/23

Subject: 25927 - Psychology of Communication

Faculty / School: 301 - Facultad de Ciencias Sociales y Humanas

Degree: 270 - Degree in Psychology

ECTS: 6.0

Year: 4

Semester: First Four-month period

Subject Type: Compulsory

Module:

1. General information

1.1. Aims of the course

The course and its expected results respond to the following approaches and objectives:

The course is structured as a learning process of theoretical-practical competencies where students can develop the essential learning about the communication processes

students can develop the essential learning about communication processes oriented to the intervention in different fields of psychology.

different areas of Psychology. For this purpose, the conceptual development of basic theoretical contents is contemplated, as well as the exposition and applied work on these areas.

and applied work on these areas, which will provide students with basic competencies.

These approaches and objectives are aligned with the following Sustainable Development Goals (SDGs) of the United Nations Agenda 2030 ().

2030 Agenda of the United Nations (<https://www.un.org/sustainabledevelopment/es/>), so that the acquisition of the subject's learning

learning outcomes of the subject provides training and competency to contribute to some extent to their achievement.

- Objective 3: Health and well-being.
- Objective 4: Quality education.
- Objective 5: Gender equality.
- Objective 10: Reduction of inequalities.
- Objective 16: Peace, justice and strong institutions.

1.2. Context and importance of this course in the degree

The subject Psychology of Communication is present in the 4th year of the Psychology Degree Syllabus, within the itinerary of Social Psychology. This allows the learning developed in the subjects of this area, as well as others from different areas, can be complemented with knowledge that, later on in the professional practice, will show the transversality practice, will show the transversality of this subject in the different contexts of intervention.

1.3. Recommendations to take this course

To take this course it is recommended to have a basic training in Social Psychology, which can be acquired by having taken and passed the courses Social Psychology, Social Psychology I and Social Psychology II. In addition, interest and motivation are required, since the dynamism of the course depends in part on the role of the students.

2. Learning goals

2.1. Competences

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By passing the subject, the student will be more competent to:

- (1) Know the different theoretical models of Psychology and be able to critically assess them.
- (5) Know and understand the cultural factors and psychosocial principles that intervene in the human being.
- (6) Know the social and anthropological dimension of the human being considering the historical context.
- (9) Know the different fields of application of Psychology and have the necessary knowledge to apply them.
- (16) Know how to describe and measure interaction processes, group dynamics and group and intergroup differences.
- (17) Being able to identify group and intergroup differences, problems and needs.
- (18) Know how to describe and measure the processes of interaction, dynamics and organizational problems.
- (19) Know how to identify organizational and interorganizational problems and needs.
- (20) Know how to analyze the context where individual behaviors, group and organizational processes occur.
- (21) Know how to select and manage instruments, products and services and be able to identify them.
- (22) Identify the relevant characteristics of the behavior of individuals and groups, their processes and needs.
- (23) Promote and influence the health, quality of life and well-being of individuals, groups, and organizations.

2.2. Learning goals

1. To know the main concepts, theories and elements of communication.
2. To understand, analyze and explain the main psychosocial phenomena in which communication is present, as well as the contextual factors that affect them.
3. Understand and know the main techniques, strategies and communication skills, being able to apply them in different contexts.
4. To know how to use the relevant documentary sources in Psychology of communication with critical analysis and synthesis, as well as to keep the knowledge and skills of the profession up to date.
5. To know how to interpret the problems and social needs related to communication competence.

2.3. Importance of learning goals

The ability to understand, know and apply effective communication is essential both for a comprehensive understanding of the social dimension of the human being, as well as for professional practice in areas where social and communicative dynamics are particularly relevant. The importance of the psychology of communication, in any applied context, is fundamental. The practical training offered by this subject allows students to get to know the work done by psychology professionals once they finish their studies, which can broaden their horizons and, in some cases, clarify their topics of interest for the future.

3. Assessment (1st and 2nd call)

3.1. Assessment tasks (description of tasks, marking system and assessment criteria)

The student must demonstrate that he/she has achieved the expected learning outcomes through the following assessment tests, through the following evaluation tests.

There are two evaluation modalities described below:

(A) IN-PERSON EVALUATION MODE* CONSISTS OF 2 BLOCKS.

Block I of the Continuous Evaluation

Theoretical and Practical Exam that represents 70% of the grade of the course.

The exam will have between 20-30 questions whose format and design may be multiple choice questions (multiple choice -three or four- answer alternatives), true or false questions (V/F) and/or short questions.

Block II** of the Continuous Assessment

Completion and evaluation of theoretical and practical activities (up to 30% of the grade for the course):

In this case, the active participation in the realization of the activities will be taken into consideration, as well as the delivery of the instrumental skills expected for a student who is taking the course. The student should be able to demonstrate mastery of the instrumental skills expected of a student taking the course.

**Requirement: the student must attend at least 80% of the practical classes. In addition, the student must, and will be valued, his/her active participation and involvement in the practical sessions, as well as the performance of the activities and the the practical sessions as well as the realization of the proposed activities that can be in teams or individually. individual. Absences of more than 20% must be justified by documentation.

*EXIGENCY LEVEL MODALITY A): the student must obtain a grade equal to or higher than 50% in both evaluation blocks. 50% or higher in both evaluation blocks (Block I and Block II). Therefore, in Block I must achieve a score of at least 3.5 points out of 7 and, in Block II, a score of at least 1.5 points out of 7. a score of at least 1.5 points out of 3. To sum up the two evaluation blocks described above, it is a prerequisite described above, it is a prerequisite and necessary to have obtained a score equal to or higher than 50%. more than 50%.

B) NON-ATTENDANCE MODE

The student will have to pass an exam with all the contents of the course, both theoretical and practical, in which he/she must The student would have to obtain a score of 5 points or more out of 10. out of 10.

The exam will have between 20-50 questions whose format and design may be of multiple-choice questions (multiple choice -three or more). multiple choice (three or four options), true/false (T/F) and/or short answer questions. false (V/F) and/or short questions.

"In any case, students will have the right to a global assessment of all the contents of the subject in which they will be able to opt for the maximum grade.

For more information, please consult the University of Zaragoza's Regulations on Learning Assessment Standards at the

following link: <http://tud.unizar.es/docs/ReglamentodeNormasdeEvaluaciondelAprendizaje.pdf>".

In the event of a health alarm, the teaching and evaluation of the course would be carried out by telematics, not face-to-face.

In order to know the success and performance rate of previous academic years, the following links can be consulted the following links:

Information on results Academic year 2008/09

http://titulaciones.unizar.es/psicologia/infor_resultados.html

Results information Academic year 2009/10

http://titulaciones.unizar.es/psicologia/infor_resultados10.html

Results information Academic year 2010/11

http://titulaciones.unizar.es/psicologia/infor_resultados11.html

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

The learning process that has been designed for this subject is based on the following:

The subject has an applied orientation, so that the activities proposed are focused on the understanding, assimilation and theoretical and practical application of the main fundamentals of the Psychology of Communication. The sequence of activities of activities designed includes the following modalities:

Theoretical Sessions: stimulating participation and active learning on the part of the students and using lectures in a complementary way.

Practical sessions: theoretical knowledge will be applied to real situations and teamwork and cooperative learning will be facilitated. teamwork and cooperative learning will be facilitated.

Oral presentations: there will be an oral presentation of a group practical work.

Teaching platform: as a support, the moodle space of the subject will be used for consultation and downloading of basic and complementary material.

Support of audiovisual methodology in the development of the contents.

Active participation of students, both in groups and individually, in order to promote meaningful and collaborative collaborative learning through the exposition of cases or examples of their interest, reflection and critical thinking through debate, etc. critical thinking through debate, etc.

Development of assumptions and practical cases and any other methodology that develops the practical sense of the subject and the students' skills. the subject and the capabilities of the students.

4.2. Learning tasks

Theoretical sessions in which work will be done stimulating participation and active learning on the part of the students, as well as reflection, critical thinking, to promote autonomy, competence and support in learning.

2. Practical sessions in which practical cases will be examined and reflected upon, and in which teamwork and collaborative-cooperative learning will be especially encouraged.

In addition, it will also be possible to count on the intervention and realization of:

- Professionals linked to the content of the subject.
- Attendance to conferences, seminars
- Analysis of practical cases
- Information search and literature review
- Team work, cooperative work using different participation techniques such as role-playing.
- Oral presentations by students in the classroom.
- Viewing of audiovisual material

4.3. Syllabus

The program offered to the student to help him/her achieve the expected results includes activities in different blocks:

BLOCK 1. Introduction to the Psychology of Communication.

BLOCK 2. Conceptual approach to the Psychology of Communication.

BLOCK 3. Communication applied to different areas on Psychology

4.4. Course planning and calendar

The theoretical and practical sessions of this compulsory subject complement each other in order to provide students with significant learning and applied transfer. The sequence of these sessions will be successive, with each session following the corresponding block of content. Likewise, the key dates are those relating to the presentation and exhibition of practical group work. All these dates will be informed well in advance in advance, and will also be available on Moodle. The date of the exam will be the one indicated in the official announcement.

The timetables and key dates for the course can be consulted on the website of the Faculty of Social and Human Sciences (<http://fcsd.unizar.es/>).

4.5. Bibliography and recommended resources

<http://psfunizar10.unizar.es/br13/egAsignaturas.php?codigo=25927>