

## 25927 - Psychology of Communication

### Información del Plan Docente

Academic Year	2017/18
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.Introduction**

#### **1.2.Recommendations to take this course**

#### **1.3.Context and importance of this course in the degree**

#### **1.4.Activities and key dates**

### **2.Learning goals**

#### **2.1.Learning goals**

#### **2.2.Importance of learning goals**

### **3.Aims of the course and competences**

#### **3.1.Aims of the course**

#### **3.2.Competences**

### **4.Assessment (1st and 2nd call)**

#### **4.1.Assessment tasks (description of tasks, marking system and assessment criteria)**

### **5.Methodology, learning tasks, syllabus and resources**

#### **5.1.Methodological overview**

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

- Theoretical-practical exposition in the classroom of the contents of the program

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- Support of audiovisual methodology in the development of content
- Active participation of the students, both in group and individually, to promote meaningful and collaborative learning by exposing cases or examples of their interest, reflection and critical thinking through debate, etc.
- Development of assumptions and case studies, role-playing and any other methodology that develops the practical sense of the subject and the abilities of the students

### 5.2.Learning tasks

1. Theoretical sessions in which work will be carried out stimulating participation and active learning by students
2. Practical sessions in which practical cases will be examined, from which teamwork and cooperative/collaborative learning will also be encouraged
3. Individual and collective tutorials

### 5.3.Syllabus

The program offered to the student to help him achieve the expected results includes the following activities

BLOCK I. Introduction to the Psychology of Communication

BLOCK II. Verbal communication

BLOCK III. Non-verbal communication

BLOCK IV. Barriers in communication

BLOCK V. Effective communication skills

BLOCK VI. Communication applied to different areas of Psychology (transversal application throughout the course)

PRACTICAL BLOCK. Communication in the mass media; Persuasive versus manipulative communication, Political Communication.

### 5.4.Course planning and calendar

Calendar of face-to-face sessions and presentation of works

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BLOCK I. Week 1

BLOCK II. Week 2-4

BLOCK III. Weeks 5-7

BLOCK IV. Week 8

BLOCK V. Week 9

BLOCK VI. Weeks 10-12

BLOCK PRACTICES. The delivery of the specific practices of each block will be at the end of this. The delivery of the final work of the subject will be in weeks 11-12.

### **5.5. Bibliography and recommended resources**