

	Subject name:	COMMUNICOLOGY		
Subject code	Case status	Semester	Number of ECTS credits	Number of lessons (weekly)
PO3K	Elective	VI	1	1P+0V

Study programs for which it is organized: Polytechnic, general studies

Prerequisites for other subjects: None.

Idea of studying the course: The course *Communication studies* deals with theoretical and practical aspects of human communication, including verbal and non-verbal forms of expression, mass and intercultural communication, as well as the influence of media and new technologies on communication processes.

Course study objectives:

The aim of studying the course is to enable students to:

- They understand the basic principles and theories of communication;
- They analyze different types of communication processes;
- They develop the ability to think critically about communication processes in modern society;
- Acquire effective interpersonal and mass communication skills;
- They understand the importance of speech culture and linguistic precision.

Learning outcomes: A student who successfully completes this course will be able to:

1. Differentiate between key theories of communication;
2. Critically analyzes the role of language and speech in communication processes;
3. Effectively uses verbal and non-verbal communication skills;
4. Understands and evaluates the influence of mass media on public opinion;
5. Applies communication strategies in different social and professional situations.

Name and surname of teachers and associates: prof. Dr. Nenad Vujadinović

Method of teaching and mastering the material: Lectures and interactive discussions, homework, evaluation of the final exam.

WORK PLAN

Sunday:	Name of methodological units for lectures (P), exercises (V) and other teaching content (O); Planned form of knowledge test (Pz)	
Preparation week	Getting to know, preparing and enrolling in the semester.	
And Sunday	P/V/O	Verbal and non-verbal communication.
II	P/V/O	Language and culture: linguistic aspects of communication.
III	P/V/O	Intercultural communication.
IV	P/V/O	Speech culture and styles of expression.
V	PZ	Final exam.
VI	Semester verification and grade entry	
VII	Make-up exam deadline	

Obligations of the student during classes: Attending lectures, doing homework, passing the final exam.

Consultations by e-mail: YES.

Student workload

<p><u>Sunday:</u> 1 credit x 40/30 = 1 hour 20 minutes (total weekly workload)</p> <p>Structure:</p> <ul style="list-style-type: none"> - 1 hour of lecture - 0 hours of exercise - 20 minutes of independent work, including consultation. 	<p><u>In the semester:</u> Total workload for the subject 1x30 = 30h</p> <p>Structure: Classes and final exam: 1h20min x 4 weeks = 4h 80min Necessary preparations before the beginning of the semester (administration, registration, certification): 1h20minx2=2h40min Supplementary work for preparing and passing the exam in the remedial period: 0-6h</p>
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Literature:

1. Vujadinović, N., *Communication and Public Relations in Healthcare*, Health Information Management: Empowering Public Health, IOS Press, Amsterdam/Berlin/Washington DC, 2020, Ch. 2.2, 42-51. DOI : 3233/SHTI200664, <https://ebooks.iospress.nl/volumearticle/55647>
2. Shipka, M., *Speech Culture*, Prometej, Belgrade, 2008 (selected chapters).
3. Bugarskog, R., *Introduction to general linguistics*, Čigoja, Belgrade, 2003 (selected chapters).

Forms of knowledge testing and assessment:

Activity at lectures and exercises 10% ; homework 10% ; final exam 80% .

Rating	A	B	C	D	E
Number of points	90-100	80-89	70-79	60-69	50-59

