

Culture of Communication Course

Name of the subject: Culture of Communication - BSc	<i>SUBJECT code:</i>	Weekly hours: 2 (lecture) + 2 (practice)	Credit: 8 ESPB
Subject leader: Professor: dr Milovan Vuković (Teaching Assistant: Danijela Voza)	Academic Degree: Full Professor (Assistant: MSc)	Prerequisites: Basic high-school knowledge from social science	

Purpose

The purpose of this course is to introduce students with importance of communication in human activities, especially in business.

Course description:

This course is composed of theoretical lectures aimed to present basic communication forms with special accent on interpersonal and mass communication. Also, course is intended to teach the students how to communicate in business environment, both verbal and non-verbal.

Schedule

Weeks	Topics
1.	Introduction in Culture of communication: Definitions of communications. Modern approaches to communication. Theory of communication.
2.	Development of communication theory. Information and message. Methods for communication researches.
3.	Communication models: Model of rhetorical communication. Laswels' model. Mathematical model of Shannon and Viever.
4.	Newcombs' model of symmetry in communication. Processes and effects in Schramms' models. Bradleys' model of verbal communication process.
5.	Forms of communication. Intrapersonal communication. Interpersonal communication.
6.	Group communication. Mass Communication.
7.	Psychological aspects of communication. Motivation and communication. Personal characteristics and communication.
8.	Overcoming psychological barriers in communication. Values, interests and norms in communication.
9.	Introspection and perception. Business communication.

10.	Verbal communication. Socio-linguistic theories. Culture of speech.
11.	Oral verbal communication. Business conversations.
12.	Non-verbal communication. Functions of non-verbal communication.
13.	Types of presenting codes.
14.	Methods and techniques in communication researches.
<p>Final grade:</p> <p>Activity on theory classes: 10 points Activity on practice classes: 10 points First test: 20 points Essay: 10</p> <p>Written exam: max. 50 points Total exam points – written exam and pre-exam points. It will be evaluated as follows:</p> <p>0 - 50 points: 5 - fail 51 – 60 points: 6 - pass 61 – 70 points: 7 – good 71 – 80 points: 8 – very good 81 – 90 points: 9 – excellent 91 – 100 points: 10 - exceptional</p>	
<p>Compulsory literature:</p> <ol style="list-style-type: none"> 1. Guffey, M.E. and Loewy, D. <i>Essentials of Business Communication. 9th Edition. South-Western Cengage Learning, 2003.</i> 2. Martin, J.N. and Nakayama, T.K. <i>Intercultural Communication in Contexts. 5th Edition. McGraw Hill, 20110.</i> 	
<p>Supplemental literature:</p> <ol style="list-style-type: none"> 1. Rouse, J.M., Rouse, S. <i>Business Communication: a cultural and strategic approach.</i> 	