



Меѓународен Универзитет Визион - International Vision University  
 Universiteti Ndërkombëtar Vizion - Uluslararası Vizyon Üniversitesi

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**SYLLABUS**

COURSE NAME	COURSE CODE	SEMESTER	COURSE LOAD	ECTS
PSYCHOLOGY OF COMMUNICATION	PSY1007	II	180	6

<b>Prerequisite(s)</b>	None
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<b>Course Language</b>	Macedonian, Turkish, English
<b>Course Type</b>	Required
<b>Course Level</b>	First Cycle
<b>Course Lecturer</b>	
<b>Course Assistants</b>	
<b>Classroom</b>	
<b>Extra-Curricular Office Hours and Location</b>	<b>Meeting:</b> <b>Consultancy:</b>

<b>Course Objectives</b>	<p>The course communication skills will help them to get acquainted with communication as a process, which is far more complicated than it looks. Human communication, multicultural perspective and the importance of diversity in communication, focusing on interaction. The course will give them the opportunity to get acquainted with the scientific support of major theories and research of communication.</p> <p>Identify and research communication disorders, types, verbal and nonverbal communication also the role of emotional intelligence on ours communication. Through active learning, students will gain the ability to understand it human communication in different contexts, to show competence for the principles of communication, to communicate with credibility and trust.</p>
<b>Course Contents</b>	<p>Historical and theoretical framework of communication, overview of the most important theories and research for communication, types and obstacles and in communication. Verbal and non-verbal communication, the role of emotional intelligence on our communication as well the impact of culture, how to communicate effectively, listening skills, persuasion and a word of persuasion. This course will emphasize the communication skills that are needed not only in formal settings but also in everyday life.</p>

## WEEKLY SUBJECTS AND RELATED PREPARATION STUDIES

Week	Subjects	Related Preparation
1	The importance of communication in business life, family life and social life	Related Chapters of Course Sources
2	Why and how do people show similar behaviors despite different creations?	Related Chapters of Course Sources
3	How do people communicate when physical reality is uncertain?	Related Chapters of Course Sources
4	In order not to be excluded from society, people may combine in some communication style that they do not want	Related Chapters of Course Sources
5	Effects of indirect and direct communication	Related Chapters of Course Sources
6	Purposes of communication	Related Chapters of Course Sources
7	Mid term Exam	Related Chapters of Course Sources
8	Problems caused by propaganda type communication in human psychology	Related Chapters of Course Sources
9	General characteristics of the communication resource	Related Chapters of Course Sources
10	What kind of results can be obtained in communication if the source is respected, reliable and loved?	Related Chapters of Course Sources
11	Negative effects of difference of opinion in communication	Related Chapters of Course Sources
12	Emotional and rational communication	Related Chapters of Course Sources
13	Self-confidence, intelligence and education level, the effects of gender difference in communication	Related Chapters of Course Sources
14	Effects of physical and social environment on communication	Related Chapters of Course Sources
15	Exam	All Chapters of Course Sources

## ECTS / WORKLOAD TABLE

Presentation / Seminar			
Hours for off-the-classroom study (Pre-study, practice)	14	3	42
Midterm Exam	1	12	12
Exam	1	14	14
<b>Total Work Load</b>			
<b>ECTS</b>		<b>6</b>	

## GENERAL PRINCIPLE RELATED WITH COURSE

Dear students,

In order to be included, learn and achieve full success that you deserve in the courses you need to come well prepared by reading the basic and secondary textbooks. We are expecting from you carefully to obey to the course hours, not to interrupt the lessons unless is very indispensable, to be an active participant on the courses, easily to communicate with the other professor and classmates, and to be interactive by participating to the class discussions. In case of unethical behavior both in courses or on exams, will be acting in framework of the relevant regulations. The attendance of the students will be checked in the beginning, in the middle or at the end of the lessons. Throughout the semester the students who attend to all lectures will be given 15 activity-attendance points in addition to their exam grades.

## LITERATURE

COMPULSORY LITERATURE				
No	Author's Name	Name of the book	Publishing House	Publication Year
1	İbrahim Zeyd Gerçik	İletişim Psikolojisi	Küre Yayınları	2014
2	Wood, Julia	Communication in Our Lives, Eighth Edition	Cengage Learning	2018.
3	Parson, Vanesa	Study and communication skills for psychology	Oxford University Press; 2nd edition	2018

ADDITIONAL LITERATURE				
No	Author's Name	Name of the book	Publishing House	Publication Year
1	Ekmel Geçer	Sosyal Medya ve İletişim Psikolojisi: Kişilik Kutuplaşma ve Algoritma	D. İşleri Başkanlığı	2020
2	Carnegie, Dale	How to Win Friends & Influence People	Paperback edition	1998
3				

## EVALUATION SYSTEM

<b>Underlying the Assessment Studies</b>	<b>NUMBER</b>	<b>PERCENTAGE OF GRADE</b>
Attendance/Participation	15	%20
Project / Event	1	%10
Mid-Term Exam	1	%35
Mid-Term Exam	1	%35
<b>TOTAL</b>	<b>17</b>	<b>%100</b>

## ETHICAL CODE OF THE UNIVERSITY

In case of the students are cheating or attempt to cheat on exams, and in the case of not to reference the sources used in seminar studies, assignments, projects and presentations, in accordance to the legislations of the Ministry of Education and Science of Republic of Macedonia and International Vision University, will be applied the relevant disciplinary rules. International Vision University students are expected never to attempt to this kind of behavior.