



1. Course number and name

RB-S1-19-I18-34, **Communication Tools**

2. Credits and contact hours*

2 ECTS, lectures: 15 hours**, classes: 15 hours**

3. Instructor's or course coordinator's name

Bartłomiej Knosala PhD

4. Text book, title, author, and year

- Communication Book, Emma Ledden, 2014.

a. other supplemental materials

- Crushing it, Gary Vaynerchuk, 2018.
- Weapons of Math Destruction, Cathy O'Neil, 2017.
- Understanding Media : Extensions of Man,

5. Specific course information

a. brief description of the content of the course (catalog description)

Lectures:

(1) Introduction, (2) Main tradition in social communication, (3) From oral communication to social media, (4) Big data, algorithms and AI and their impact on society, (5) How to communicate effectively.

Classes:

(1) Preparing speech, (2) How to win debate? (3) The art of argumentation, (4) Creating engagement, (5) Storytelling as method of management

b. prerequisites or co-requisites

No prerequisites and additional requirements

c. indicate whether a required, elective, or selected elective (as per Table 5-1) course in the program

6. Specific goals for the course

a. specific outcomes of instruction, ex. The student will be able to explain the significance of current research about a particular topic

The student can:

- use knowledge - formulate and solve complex and unusual problems and perform tasks under conditions not fully predictable by: - proper selection of sources and information derived from them, making evaluation, critical analysis



and synthesis of this information, - selection and application of appropriate methods and tools, incl advanced information and communication techniques.

- independently plan and implement one's own lifelong learning, take care of physical development and also see non-technical aspects in professional development

Student is ready to:

- fulfill social obligations, co-organize activities on for the social environment and initiating activities for the benefit of the interest public, as well as thinking and acting in an entrepreneurial way.
- critical assessment of knowledge and recognition of the importance of knowledge in solving cognitive and practical problems, lifting professional and personal competences, skills development language and formulating expert opinions on the processes technical and technological projects implemented in construction.

b. explicitly indicate which of the student outcomes listed in Criterion 3 or any other outcomes are addressed by the course.

K1A_U14; K1A_U13; K1A_KO3;

7. Brief list of topics to be covered

1. Introduction: what is communication; history of communication, type of media.
2. Main tradition in social communication: Media Ecology; Personal Communication, Mass Communication.
3. From oral communication to social media: Walter J. Ong, Eric Havelock, Marshall McLuhan, Extractive Attention Economy.
4. Big data, algorithms and AI and their impact on society. Questions about the use of mathematical models to regulate social life, regulations about algorithms and AI and digital strategy of UE.
5. Efficient communication: rhetoric, eristic, art of argumentation.

*- Consultations were not included in the contact hours

** -per semester