

31239 - Psychology of Communications

Syllabus Information

Academic year: 2024/25

Subject: 31239 - Psychology of Communications

Faculty / School: 301 - Facultad de Ciencias Sociales y Humanas

Degree: 613 - Degree in Psychology

ECTS: 6.0

Year: 3

Semester: Second semester

Subject type: Optional

Module:

1. General information

This is a subject in the area of social psychology, which provides a set of general knowledge and competencies that will allow students to describe and explain what the psychology of communication is and how to incorporate it into intervention and in the professional practice as a psychologist.

2. Learning results

The ability to understand, know and apply effective communication is essential both for a comprehensive understanding of the social dimension of the human being, and for the purpose of exercising professionally in areas where the social and communicative dynamics of are especially relevant. The importance of the psychology of communication in any applied context is fundamental. And, the practical training offered by this subject, in addition to making it more enjoyable, allows students to learn about the work done by psychology professionals, which can broaden their horizons and reinforce this competence, essential for their own professional practice.

3. Syllabus

The content of the subject is grouped in the following three thematic blocks:

BLOCK I. THEORETICAL MODELS IN THE STUDY OF COMMUNICATION

- Introduction to the Psychology of Communication.

BLOCK II.- FOUNDATION AND THEORETICAL BASES OF THE PSYCHOLOGY OF COMMUNICATION

- Verbal and non-verbal communication
- The rumour
- Persuasion
- Social skills.

BLOCK III. Applied approach to the Psychology of Communication

- The importance of communicating
- Information campaign

4. Academic activities

The subject has an applied orientation, so that the proposed activities are focused on the understanding, assimilation and practical application of the main fundamentals of communication psychology

The sequence of activities designed includes the following modalities:

Theoretical sessions: stimulating participation and active learning on the part of the students and using lectures in a complementary way.

Practical sessions: knowledge will be applied to real situations and teamwork and cooperative learning will be encouraged.

Individual and group tutoring: for a better follow-up of the learning process.

Teaching platform: Moodle will be used as a means of communication, consultation and downloading of subject material.

5. Assessment system

Students must demonstrate that they have achieved the learning outcomes foreseen in the subject and, to do so, they may choose the following assessment methods:

Theory: 50% of the final mark for the subject (up to 5 points out of 10).

The format of the theory exam will be as follows: between 25 - 30 multiple-choice questions, with 3 alternatives according to the correction formula: $[(A - (E/n-1))/n^0 \text{ questions}] \times 10$.

Level of demand: in order to pass this part of the course, the student must obtain at least 2.5 points out of 5 points.

Practical: this accounts for 50% of the final mark for the subject and is assessed in the following way:

CONTINUOUS EVALUATION: THE ASSESSMENT TESTS AND ACTIVITIES WILL BE CARRIED OUT DURING THE WHOLE CLASS PERIOD.

1. Completion of the practical tasks and activities proposed in the classroom classes, as well as the delivery, formal adequacy and quality of the activities and tasks that are carried out during the practical sessions of the subject. The completion of the tasks and activities in the continuous assessment mode will account for up to 40% of the final mark for the subject (4 points out of 10).
2. Team design of an audiovisual communication campaign to promote pro-social behaviour. This activity represents 10% of the final mark for the subject (1 point out of 10).

Level of demand: in order to pass this part of the course, the student must obtain at least 2.5 points out of 5 points.

NON CONTINUOUS EVALUATION: Practical: it represents 50% of the final grade of the course and is evaluated as follows: Examination format of the practical part will consist of 10 to 15 multiple-choice questions (correction formula: $[(A - (E/n-1))/n^0 \text{ questions}] \times 10$) and/or 2 to 4 short answer questions.

The subject of Psychology of Communication is only passed when the student has obtained at least 5 points out of 10 points, being a requirement and level of demand to have obtained at least 2.5 points out of 5 points in the Theory part and 2.5 points out of 5 points in the practical part.

Students are also entitled to a global assessment of all the contents of the subject (Theory and Practical). In this global assessment, the student can opt for the maximum grade (100% of the final grade).

6. Sustainable Development Goals

- 3 - Good Health & Well-Being
- 4 - Quality Education
- 8 - Decent Work and Economic Growth