

1.	Field of study	Cultural Studies
2.	Faculty	Faculty of Humanities
3.	Academic year of entry	2023/2024 (winter term), 2024/2025 (winter term)
4.	Level of qualifications/degree	second-cycle studies
5.	Degree profile	general academic
6.	Mode of study	part-time

7. General information about the module	
Module name	Communication Behaviour Analysis
Module code	W1-KU-N2-AZK03
Number of the ECTS credits	4
Language of instruction	
Purpose and description of the content of education	The aim of the module is to broaden your knowledge of the communication strategies and competences of modern humans, contemporary communities and institutions. The student analyses a variety of communication patterns, taking into account cultural transformations, especially networking and virtualisation.
List of modules that must be completed before starting this module (if necessary)	not applicable

8. Learning outcomes of the module			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
K_01	using the knowledge he has acquired about communication strategies, is able to form critical opinions about them and to express them in discussion and debate	W1-K02SN_K04	4
U_01	recognises communicative shifts; is able to carry out an in-depth analysis and interpretation of communicative behaviour; is able to identify the meanings of various communicative behaviours and discuss the ways in which they become entangled in socio-cultural changes; consciously applies methods developed in the humanities and social sciences for these purposes	W1-K02SN_U10 W1-K02SN_U11	5 5
U_02	understands the need to improve his/her knowledge and skills regarding the causes and course of communication processes; inspires the educational activities of others in the field of contemporary communication strategies	W1-K02SN_U12	5
W_01	is aware of new communication strategies in culture and everyday life; is able to identify the regularities governing them	W1-K02SN_W06	5
W_02	has an extended and deepened knowledge of man as a participant in the communicative act in a changing cultural and social context	W1-K02SN_W08 W1-K02SN_W09	4 4

9. Methods of conducting classes		
Code	Category	Name (description)
b01	Problem-solving methods	Problem-based lecture <i>an analysis of a selected scientific or practical problem accompanied by its assessment and an attempt to provide a solution</i>

		<i>to the issues presented in the lecture as well as the indication of the consequences of the proposed solution</i>
b02	Problem-solving methods	Lecture-discussion <i>transmission of content involving interaction with the lecture audience; discussion of lecture-related issues is one of its elements or constitutes its follow-up</i>
b04	Problem-solving methods	Activating method – discussion / debate <i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i>
b07	Problem-solving methods	Activating methods: a case study <i>a comprehensive description of a phenomenon connected with the selected discipline; reflecting the reality, presenting the 'what', 'where' and 'how' of the phenomenon, i.e., all of its key aspects to be discussed in class; used as a reproduction, presentation, discussion or diagnosis of factors that shape the phenomenon or interact with it; an in-depth qualitative analysis and evaluation of a selected phenomenon</i>
c07	Demonstration methods	Screen presentation <i>a presentation of synthetic image content using computer graphics, e.g., a series of slides or other multimedia forms, usually accompanied by a commentary; typical components of a screen presentation include text organized into bulleted points, charts, images and animations, sometimes sound effects or music; a multimedia illustration of course content presented in the form of a projected image</i>
f02	Methods of self-learning	Individual work with a text <i>searching for and acquiring new information using textbooks and other written sources (including their digital versions); searching for texts, selecting fragments for analysis/interpretation, using other texts to solve a problem related to the studied issue</i>

10. Forms of teaching

Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
W1-KU-K	discussion classes	20	exam	K_01, U_02	b04, b07, f02
W1-KU-W	lecture	10	exam	U_01, W_01, W_02	b01, b02, c07

11. The student's work, apart from participation in classes, includes in particular:

Code	Category	Name (description)	Is it part of the BUNA?
a01	Preparation for classes	Search for materials and review activities necessary for class participation <i>reviewing literature, documentation, tools and materials as well as the specifics of the syllabus and the range of activities indicated in it as required for full participation in classes</i>	No
a02	Preparation for classes	Literature reading / analysis of source materials <i>reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class</i>	No
c03	Preparation for verification of learning outcomes	Implementation of an individual or group assignment necessary for course/phase/ examination completion <i>a set of activities aimed at performing an assigned task, to be executed out of class, as an obligatory phase/element of the verification of the learning outcomes assigned to the course</i>	No

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.