



Course Specification

Course name: Introduction to Communication Psychology Course Code: GEN104	Program: all programs Academic level: First Semester: First
Specialization: General	Number of studying units: Theoretical: 3

Intended Learning Outcomes of Course (ILOs)

a) Information and concepts

- A/1 Mention the concept of classical conditional learning
- A/2 Describes how the rules of conditional learning theories are used in communication
- A/3 Recognize the laws of Gestalt.
- A/4 Recognize the concept of balance and imbalance in social interaction.
- A/5 Recognize the concept of attitudes, motives and incentives.
- A/6 Describe how trends are formed.
- A/7 Describe the approach to equilibrium.
- A/8 Mention the concept of selective exposure.
- A/9 Recognize the traditional approach to persuasive communication.
- A/10 summarize the introduction to cognitive analysis in persuasive communication
- A/11 Summarize the different approaches to explaining the role of the media in bringing about social change.
- A/12 Recognize the processes used in the formation of knowledge and beliefs.
- A/13 Describe Marcelo's ranking of universities.

b) Intellectual skills

- B/1 Infers the relationship between the concepts of external stimulus, sensory stimulus, physical sensation, and perception.
- B/2 Analyzes the relationship between need, motivation, and behavior.
- B/3 Analyzes how trends are formed according to the conditional and Gestalt learning theories.
- B/4 Explains the differences in knowledge between individuals.
- B/5 Analyzes the relationship between the central and sub-variables of the individual.

c) Professional and practical skills

- C/1 Design a program, an advertisement, an article, or an awareness campaign aiming to build a positive behavior or change a negative behavior.
- C/2 Apply the rules of classical, performance, mental and social conditional learning in media materials to build positive behaviors.
- C/3 Evaluate media materials that aim to change behaviors, beliefs, attitudes, or behaviors.
- C/4 Apply the principles of the reasoning probability model when evaluating the impact of media materials.

Course Content:

1. Psychological bases of communication.
2. Learning through communication (1)
3. Learning through communication (2)
4. Communication and social interaction? (1)
5. Communication and social interaction (2)
6. Attitudes.
7. Mid-term exam.
8. Describe human contact.
9. Beliefs and their role in human communication.
10. Persuasion and change of attitudes and behaviour.
11. The effect of communication on social change.
12. Students present assignments (1).
13. Student presentation of assignments (2)
14. General revision.
15. Final exam.

Teaching and Learning Methods:

Lecture - discussion - video presentation

Student Assessment Methods:

Mid-term written exam - assignments - discussion and participation in the lecture - written final exam at the end of the semester.

