



## Course Description

Course title : Introduction to Psychology of communication .  Course ID : GEN 401	Academic level : first level First Term: 2022-2021
Department : RTV	Credit Units: 3  Theoretical : (3)    Practical: ( - )

### **Targeted Learning Outcomes:**

#### **a. Information and concepts:**

- A/1 - Recall the concept of classic conditional learning.
- A/2- Describe how the rules of conditional learning theories are used in communication.
- A/3- Recognize the basis of mental learning theory.
- A/4- Know the laws of Gestalt.
- A/5- Recognize the concept of balance and imbalance in social interaction.
- A/6- Mention the types of communication.
- A/7- Recognize the main uses of communication.
- A/8- Recognize the concept of trends, motives and incentives.
- A/9- State how attitudes are formed according to the conditional and Gestalt learning theories.
- A/10- Recognize the basic functions of trends
- A/11- Know the scholars' definitions of communication.
- A/12- Recognize the concept of interference in the communication process.

A/13- Describes the approach to evaluative equilibrium in forming beliefs.

A/14- Summarizes the probabilistic equilibrium approach in forming beliefs.

A/15- Mention the concepts of selective exposure, selective cognition and selective recall.

A/16-Recognize the traditional approach to persuasive communication.

A/17- Summarize the introduction to cognitive analysis in persuasive communication.

A/18- Recognize the concept of development.

A/19 - Summarizes the different approaches to explaining the role of the media in bringing about social change.

A/20- Recognize the concepts of external stimulus, sensory stimulus, physical sensation and perception. A/21- Recognize the processes used in the formation of knowledge and beliefs.

A/22- Describes Maslow's classification of human needs .

A/23- Recognize the probability of working the mind as one of the models for studying the influence of media materials on the attitudes and behaviors of the public.

### **B. Mental skills:**

**B/1-** Deduce the relationship between the concepts of external stimulus, sensory stimulus, physical sensation, and cognition.

**B/2-** It analyzes the relationship between the need and the motive and the behavior used to satisfy this need.

**B/3-** Infer the main differences between the theories of classical conditional learning and conditional performance learning.

**B/4-** Infer the relationship between social interaction and human communication.

**B/5-** Analyze the difference between an individual's perception of people and his perception of things.

**B/6-** Choose one of the methods of improving the mental image of the resource in the future in different cases.

**B/7-** Deduce the difference between the communicative process and the communicative verb.

**B/8-** Choose between formation, sequencing, and exclusion in teaching new responses.

**B/9-** Infer the relationship between motivation and attitude , behavior and beliefs .

**B/10**- Explains the method of persuasion according to the approach of cognitive analysis.

**B/11**- Explain the differences in knowledge between individuals.

**B/12** - It analyzes the relationship between the central and sub-variables of the individual and their impact on the degree to which his beliefs and attitudes are affected by the various media materials.

### **c. Professional skills:**

C/1- prepare, a program, an advertisement, an article, or an awareness campaign to build positive behavior, change negative behavior, or reinforce positive behavior.

C/2- Apply the rules of classical, performative, mental and social conditional learning in media materials to build positive behaviors and get rid of negative behaviors .

C/3- Evaluates media materials that aim to change negative behaviors, beliefs, or attitudes, or build and support positive beliefs, attitudes, or behaviors.

C/4- Apply the principles of the probability-working-mind model when evaluating the impact of different media materials on the beliefs, attitudes and behaviors of the audience.

### **D. General skills :**

**D/1**- Discusses the relationship between media materials and changing or building beliefs, attitudes and behaviors. **D/2**- He compares the media materials to the extent of their ability to bring about change in the beliefs, attitudes and behaviors of the masses. **D/3**- Uses scientific references and trusted websites to gather information about a social issue or phenomenon.

**D/4-** Presents and discusses a task about a societal issue or negative behavior in society, and how to apply the principles of the theories of classical conditional learning, politico-stylistics, physiological, and theorizing. **D/5-** Presents and discusses the relationship between what the media provides and changing or building beliefs, attitudes and behaviors.

### ➤ Content

Studying weeks	Topics	Credit hours
1	foundations Psychology of communication	3
2	learning by communication	3
3	learning by communication	3
4	Contact and social interaction	3
5	Contact and social interaction	3
6	Mid- term exam	1
7	aggregatigroans	3
8	Description human contact	3
9	Consideration Leaders and their role in human communication	3
10	show Students for their assignments and assessment	3
11	persuasion and changing attitudes and behaviors .	3
12	effect Communication in social change .	3

## ➤ **Teaching and learning methods**

- 1- The lecture .
- 2 - The discussion.
- 3 - Video presentations.

## ➤ **Evaluation system :**

A/1) Mid-term written test.

A/2 ) Assignments To assess the student's ability to research and evaluate media materials and apply the principles of learning theories on proposed communication content.

A/3) The discussion and participation in the lecture.

A/4) Written test at the end of the semester.