



Course Description

Course Title: interpersonal communication	Level: second level
Course ID: Com 202	
Credit Units: 3 units (3) Theoretical (-) Practical	Public relations & advertising department

- **Learning Outcomes:**

A) Information and Concepts:

A/1- To know the concept of direct communication and the difference between it and mass communication.

A/2- To know the meaning, characteristics and influence of opinion leaders.

A/3 The student gets to know the most important characteristics that the communicator should have.

A/4- to know the rules of good presentation and effective presentation.

A/5- to know the strategies of persuasion.

A/6- Mention effective personality traits and how the person reviews and paraphrases.

A/7- Summarize the keys to success for effective communication and how to act in embarrassing situations.

A/8- Discuss the types of listening.

A/9- Mention the obstacles to listening and the techniques of effective listening.

A/10 - Summarizes the importance of submitting proposals.

A/11- Discuss the characteristics of a good speaker.

A/12- Recognize the importance of listening in negotiation, negotiation styles.

A/13- Explains what is meant by speaking skill and its importance to the communicators.

A/14- Lists the communication skills needed to support speaking skill.

B) Mental Skills:

B/1- The student analyzes how to prepare a good lecture or speech.

B/2- The student concludes how to make a good presentation.

B/3- Explains the importance of using persuasion techniques during presentation.

B/4- Analyze his ability to communicate and his communication skills.

B/5- Infer the difference between listening and good listening.

B/6- Explains the obstacles to listening.

B/7- Deduce the characteristics of a good listener and speaker.

B/8- choose the appropriate negotiation style for him.

B/9- Infer the difference between verbal and non-verbal communication and non-verbal communication tools.

B/10- Infer the reasons for the development of the various means of communication in Egypt and the world.

C) Professional Skills:

C/1- Apply the skills that must be available in direct communication practitioners, such as eye contact, employing the senses, sound, fun, and engaging the listener in the communication process.

C/2- use the skill of listening in all aspects of life.

C/3- Evaluate his presentation skills

C/4- Prepares and designs an effective and successful presentation using modern technological means.

C/5- use writing skill and negotiation skill in all aspects of his life.

C/6- Apply the rules of dealing with difficult personalities and behaving in embarrassing situations.

C/7- Analyze media messages in different media.

C/8- Improves the use of non-verbal communication skills in addition to verbal communication

D: General skills

D/1- The Internet is used to collect information on the subject of the presentation.

D/2- He works in a one-team style.

D/3- Compare and discuss everything new in the skills of effective presentation, persuasion and listening.

D/4- He submits a presentation on one of the topics of interest to him.

D/5- Translate from and into other languages

D/6- Effectively uses electronic communication in social media

Content :

4/1-Communication (meaning - its importance - its object).

4/2- Self-discovery and building an effective personality (our circumstances are made by our decisions and the seven habits of success)

٣/٤- Verbal and non-verbal communication (definition of verbal and non-verbal communication, their determinants, importance and non-verbal communication tools).

٤/٤ -Forms of communication (communication (personal - mass) and the keys to success for effective communication).

-٥/٤ Interpersonal communication (characteristics of personal communication, how to communicate with new people, how to deal with difficult personalities and behave in embarrassing situations).

4/6- Listening and receiving skills (the concept and types of listening, bad listening habits and its dangers).

٧/٤- The mid-term exam.

4/8- Listening and receiving skills (the most important characteristics of the communicator and the characteristics and obstacles of the effective listener.).

- ٩/٤ Speaking skills (the speaking skill and its requirements, the characteristics of a good speaker, the skill of dealing with public questions and objections, and negotiation skills).

4/10 - Presentation skills and writing skills (effective presentation skill and writing skills).

١١/٤ -Presentation or presentation skills (preparing a successful presentation, pre-presentation skills, important lessons in presentation and presentation, and skills during and after presentation.).

4/12- Persuasion skills (definition of persuasion, its elements and rules).

4/13- Persuasion skills (negotiation styles and firmness in negotiations, strategies and drivers of persuasion).

4/14- A general review of what was previously studied.

4/15- Exam at the end of the first semester

Teaching and learning methods

- ١/٥ -Lectures (direct education).

5/2- Discussion and dialogue.

5/3- E-learning through the Blackboard platform and interactive lectures via the platform.

5/4- Students' presentations in lectures.

5/5- Brainstorming methods by presenting some examples to students to pave one of the elements and help them to conclude.

5/6- Dividing the students into work teams, "group projects".

٥/7- Self-learning by searching on the Internet, searching within the library, summarizing what he has seen, and using what he read during the discussions.

• **Evaluation System:**

6/1- The mid-term exam.

6/2- assessment to assess the student's ability to research and investigation

6/3- Discussion, participation and observation of students' behavior and performance in the lecture.

6/4- exam at the end of the semester .