

COURSE DESCRIPTION CARD

NOTE: If the course includes lectures and classes, the Course Description Card applies to both types of instruction.

<p>1. Course title: International Communication and Media</p>	<p>2. Course code: Number of ECTS credits: 4,0 Course completion mode: E Course commenced / Year 2019/2020</p>																														
<p>3. Major: International Business</p>																															
<p>4. Department of major coordinator: Department of Consumption Research</p>																															
<p>5. Name of course instructor: Lecture Olgierd Witczak, Ph.D. Classes Olgierd Witczak, Ph.D. Examiner Olgierd Witczak, Ph.D.</p>																															
<p>6. Department of course instructor: Department of Organizational Relationships Management</p>																															
<p>7. Number of contact hours with students:</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th style="width: 35%;">Type of instruction</th> <th style="width: 35%;">Full-time study</th> <th style="width: 30%;">Part-time study</th> </tr> </thead> <tbody> <tr> <td>lectures</td> <td>14</td> <td></td> </tr> <tr> <td>classes</td> <td>28</td> <td></td> </tr> <tr> <td>foreign language classes</td> <td></td> <td></td> </tr> <tr> <td>lab classes</td> <td></td> <td></td> </tr> <tr> <td>seminars</td> <td></td> <td></td> </tr> <tr> <td>e-learning</td> <td></td> <td></td> </tr> <tr> <td>other</td> <td></td> <td></td> </tr> <tr> <td>Total hours</td> <td>42</td> <td></td> </tr> <tr> <td>examination (hours)</td> <td>3</td> <td></td> </tr> </tbody> </table>		Type of instruction	Full-time study	Part-time study	lectures	14		classes	28		foreign language classes			lab classes			seminars			e-learning			other			Total hours	42		examination (hours)	3	
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<p>8. Course timeframe - no. of semesters: 1</p> <p style="padding-left: 40px;">Course commencement / Year 2019/2020</p> <p style="padding-left: 40px;">Course commencement / Semester winter</p>																															
<p>9. Level of tertiary education: Master</p>	<p>10. Course status X Elective ...</p>																														
<p>11. Course prerequisites Compulsory: Recommended:</p>																															
<p>12. Course objectives: To transfer of knowledge on the communication process taking place in different areas of cultural and national. Familiarize course participants with the conditions and barriers that determine the efficiency and effectiveness of international business communication. Provide knowledge of the media used by consumers and businesses on a variety of aims and ways.</p>																															
<p>13. Teaching and learning methods:</p>																															

A. Direct student-instructor contact:

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Interactive lecture	Multimedia and interactive presentations	14	
2.	Workshops	Projecting communication activities and choosing media for organization	12	
3.	Case study	Covering practical problems of managing communication and choosing media	14	
4.	Exam	Written test One-Best-Answer Questions	2	
Total			AS:42	AN:

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Reading	Textbook and handbook reading	18	
2.	Workshops	Working in small teams of particular projects	20	
3.	Case study	Individual and group analyzes of chosen case studies	20	
4.	Reading	Textbook and handbook reading	18	
Total			BS:76	BN:

Total AS+BS = 118

Examination (E) = 3

Total AS+BS+E= 121

Total AN+BN =

Examination (E) =.....

Total AN+BN+E =

14. Key words: media, communication, cross-culture

15. Course content:

1. International communication - theoretical foundations
2. Media – impact on the global communication
3. The communication in changing global patterns of media consumption
4. New and traditional media: the role and importance
5. Media planning for business communication
6. The development of modern Web technologies – social media and social networks
7. The process of media convergence – the role of the company Web Site

16. Course learning outcomes as related to the learning outcomes of the major and methods for assessing student attainment

Intended learning outcomes of the major / Symbols	Intended learning outcomes of the course	Methods for assessing student learning outcomes	Documentation
<u>Knowledge</u>			
IB2_K06#	<ul style="list-style-type: none"> • obtain information on major international media corporations and understanding of media convergence processes; • knowledge of the media and communication techniques are used by consumers and businesses on a variety of local (national) and cultural areas; • factors and barriers that determine the efficiency and effectiveness of international communication; • become familiar with modern communication technologies and advanced stage in the development of innovation in the field of communication; 	Workshop Discussion	MS PPT Prezi files PDF

<u>Skills</u>			
IB2_S02# IB2_S03# IB2_S06# IB2_S08#	<ul style="list-style-type: none"> • the use of the media, while respecting the current rules (copyright), ethical and moral individual cultures; • ability to select and apply the methods and techniques of social research to diagnose the process of international communication and media; 	Workshop Case study	MS PPT Prezi files PDF
<u>Social competences</u>			
IB2_C01#	<ul style="list-style-type: none"> • develop skills appropriate selection of communication forms and media, depending on the cultural determinants of a recipient and a sender of message; 	Case study	MS PPT Prezi files PDF

17. Method for determining the final course grade:

No.	Methods for awarding credits and course completion requirements	Description	Percentage of the final course grade*
1.	Presentation	Team MS Power Point multimedia presentation	35%
2.	Workshop	Tasks concerned different aspects of communication	35%
3.	Exam	Written test One-Best-Answer Questions	30%

* If students are required to obtain both a class grade and an exam grade, the class grade constitutes at least 30% of the final course grade.

18. Reading list

Mandatory readings:

1. Golan G.: International media communication in a global age. Wyd. Taylor & Francis, 2010.
2. Thomas L. McPhail: Global communication: theories, stakeholders, and trends. Wyd. Wiley-Blackwell, International, 2014.
3. J. Ch. Sterin: Mass Media Revolution. Wyd. Pearson Education, International, 2014.

Suggested readings:

1. L. A. Lievrouw, S. M. Livingstone: Handbook of new media: social shaping and consequences of ICTs. Wyd. SAGE, 2002.
2. B. Mody: International and development communication: a 21st-century perspective. Wyd. SAGE, 2003.
3. M. Semati: New frontiers in international communication theory. Wyd. Rowman & Littlefield, Oxford, 2004.
4. A. Silverblatt, N. Zlobin: International communications: a media literacy approach. Wyd. M.E. Sharpe,, New York, 2004.
5. D. W. Stacks, M.B. Salwen: An integrated approach to communication theory and research. Wyd. Taylor & Francis, 2008.
6. A. Zerdick: E-merging media: communication and the media economy of the future. Wyd. Springer, 2005.

19. Language of instruction: English

20. Course instructors' recommendations: self-study journals: BRIEF, Corporate Communications: An International Journal, Harvard Business Review, International Journal of Strategic Communication, Journal of Communication, Journal of Communication Management, Journalism and Mass Communication Quarterly, The International Journal on Media Management, Media i Marketing Polska, Media Kultura Społeczeństwo.