

COURSE TITLE		COMMUNICOLOGY						
Code	KBT: 225 ISVU: 82571	Year of study			II			
Course teacher/s	Associate professor Ante Vučković, Ph.D.	Credit (ECTS)			5			
Assistants	Mirko Mihalj, M.S.	Type of instruction (number of hours per semester)			L	S	E	F
					45		15	
Course status	Core course	Percentage of e-learning implementation			30%			
COURSE DESCRIPTION								
Course goals	Introduce students with the basic communicological findings.							
Course enrollment requirements and core competencies								
Expected learning outcomes at the course level (4-10 learning outcomes)	<p>Having successfully completed the course a student should be able to:</p> <ol style="list-style-type: none"> <li>1. Interpret the subject matter and methods of communicology .</li> <li>2. Analyse communicational features.</li> <li>3. Efficient use of media.</li> <li>4. Apply acquired knowledge in interpersonal communication.</li> </ol>							
Detailed course content (weekly class schedule)	<p>Interpersonal communicology, characteristics and denotations (4).  Historical overview, development of theories, main theorists (6).  Communicational competences (8).  Conversation (6).  Persuasion (6).  Interhuman relationships (10).  Introduction to the journalist work in publishing, radio and television (5).  Analyses of media, writing articles, reportages, news, interviews (10).  Designing of a newspaper and wall displays (5).</p>							
Format of course instruction:	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> combined e-learning			<input checked="" type="checkbox"/> individual tasks <input type="checkbox"/> (other)				
Student obligations	Course attendance, reading of the literature, writing essays, taking mid-term exams and exams.							
Screening student work (specify portion in ECTS credits per each activity so that total number of ECTS credits corresponds to the ECTS credit value of the course)	Class attendance	2,0	Research		Practical training	1,0		
	Experimental work		Written representation		Individual work			
	Essay		Seminar essay		(Other)			
	Mid-term exams	1,0	Oral exam	1,0	(Other)			
	Written exam		Project		(Other)			
Grading and evaluation of student work in class and at the final exam	<p>Mid-term exam – 20%  Written papers – 25%  Exam – 55%</p>							
Obligatory literature (available in the library or via other media)	Title				Number of copies in the library	Availability via other media		
	K. K. Reardon, <i>Interpersonalna komunikacija</i> , "Alinea", Zagreb, 1998., str. 13-51, 72-180.							
	M. Mihalj, <i>Komunikologija</i> , 2013.					Loomen		

	Socijalne vještine u interpersonalnim odnosima		Internet
Supplementary literature	<p>P. Brajša, <i>Menadžerska komunikologija</i>, DRIP, Varaždin, 1993., str. 3-109.</p> <p><i>Crkva i mediji</i>, GK, Zagreb, 2006.</p> <p>S. Malović, <i>Osnove novinarstva</i>, "Golden marketing – Tehnička knjiga", Zagreb, 2005., 406 stranica.</p> <p>R. Rudin, T. Ibbotson, <i>Uvod u novinarstvo</i>, Mate d.o.o., Zagreb, 2008., 340 stranica. (Odabrana poglavlja)</p> <p>S. Kovačić, <i>Agencijsko novinarstvo: povijest agencija i osnove pisanja agencijske vijesti</i>, Skripta, Visoka poslovna škola Zagreb, Zagreb, 2013.</p>		
Quality assurance methods aimed at ensuring the acquisition of defined learning outcomes	<p>Consultations and examining content comprehension through conversations, student attendance register. Mid-term exam. Presentation of works.</p>		
Other (according to the opinion of education provider)			