



UNIWERSYTET
IM. ADAMA MICKIEWICZA
W POZNANIU

Introduction to professional communication

Educational subject description sheet

Basic information

Study programme Global Communication		Didactic cycle 2023/24
Speciality -		Subject code 09GLCS.110KP.02931.23
Organizational unit Faculty of Modern Languages and Literatures		Lecture languages English
Study level First-cycle programme		Course type Obligatory
Study form Full-time		Block Basic major subjects
Education profile General academic		
Subject coordinator	Emilia Wąsikiewicz-Firlej	
Lecturer	Emilia Wąsikiewicz-Firlej	
Period Semester 5	Activities and hours • Lecture: 30, Exam	Number of ECTS points 3

Goals

Code	Goal
C1	This course is an introduction to the theory and practice of professional communication. It specifically aims to: familiarise students with the theory and terminology of professional communication;
C2	familiarise students with the principles of professional communication practice to ensure students' further professional development;
C3	develop the ability to search, analyse, select and evaluate information on various aspects of professional communication;
C4	present the role of ethics in professional communication.

Entry requirements

English language level B2+/C1

Subject learning outcomes

Code	Outcomes in terms of	Learning outcomes	Examination methods
Knowledge - Student:			
W1	has basic knowledge of the theory of professional communication and is familiarised with the field's basic concepts and terminology	GLC_K1_W05, GLC_K1_W08	Written exam, Project
W2	understands and explains the principles of professional communication practice	GLC_K1_W04, GLC_K1_W08	Written exam, Project
Skills - Student:			
U1	can apply acquired knowledge of the theory and practice of professional communication to solve work-related problems and manage individual and teamwork and professional activities	GLC_K1_U01, GLC_K1_U02, GLC_K1_U07, GLC_K1_U12, GLC_K1_U14	Written exam, Project
U2	is able to use appropriate terminology when referring to/discussing various aspects of professional communication	GLC_K1_U07, GLC_K1_U09	Written exam, Project
U3	is able to search, analyse, select and evaluate information on various aspects of professional communication by using various sources and methods of accessing them	GLC_K1_U04, GLC_K1_U10	Written exam, Project
Social competences - Student:			
K1	is ready to update and develop their knowledge, skills and competences related to professional communication to ensure further professional development	GLC_K1_K01, GLC_K1_K02	Written exam, Project
K2	is ready to initiate communication activities and build interpersonal relations in linguistically and culturally diverse international professional settings	GLC_K1_K04, GLC_K1_K07	Written exam, Project
K3	is ready to perform duties at work in a professional and ethical way	GLC_K1_K06	Written exam, Project

Study content

No.	Course content	Subject learning outcomes	Activities
1.	Defining profesional communication	W1, W2, U1, U2, U3, K1	Lecture
2.	Genres of professional communication	W1, W2, U1, U2, U3, K1	Lecture
3.	Professional communication competences and skills	W1, W2, U1, U2, U3, K1	Lecture
4.	Workplace culture	W1, W2, U1, U2, U3, K1	Lecture
5.	Identities at work	W1, W2, U1, U2, U3, K1	Lecture
6.	Relationship building and politeness at work	W1, W2, U1, K1, K2, K3	Lecture

No.	Course content	Subject learning outcomes	Activities
7.	Managing communication in organizations	W1, W2, U1, U2, U3, K1, K2, K3	Lecture
8.	Crisis communication	W1, W2, U1, U2, U3, K1, K2, K3	Lecture

Additional information

Activities	Teaching and learning methods and activities
Lecture	Lecture with a multimedia presentation of selected issues, Conversation lecture, Problem-based lecture, Discussion, Work with text, Case study, Game/simulation, Audio and/or video demonstrations, Activating method - "brainstorming", Activating method - SWOT analysis, Work in groups

Activities	Credit conditions
Lecture	<ul style="list-style-type: none"> - Attendance is not obligatory. - Preparation of one project (individual/group) on a selected topic and obtaining a positive grade - On the course completion, students take a written exam (close-ended and open-ended questions, short writing tasks - analysis and interpretation). - Students can retake the final written exam only once. <p>Grading scale: 92-100% - very good (5,0) 84 -91,9% - good plus (4,5) 76-83,9% - good (4,0) 68-75,9% - satisfactory plus (3,5) 60-67,9% - satisfactory (3,0) 0-59,9% - unsatisfactory (2,0)</p>

Literature

Obligatory

1. Bhatia, V., Bremner, S. 2014. The Routledge handbook of language and professional communication. London/New York: Routledge.
2. Cornelissen, J.P. 2008. Corporate communication: A guide to theory and practice. London: Sage.
3. Hoffman, M.F. i Ford, D. J. 2009. Organizational rhetoric: Situations and strategies. London: Sage Publications.
4. Pan, Y., Wong Scollon, S., Scollon, R. 2002. Professional communication in international settings. Malden/Oxford: Blackwell Publishers.
5. Schnurr, S. 2012. Exploring professional communication: Language in action. London/New York: Routledge.

Optional

1. Tench, R., Yeomans, L. 2006. Exploring public relations. Harlow: Pearson Education.
2. Wąsikiewicz-Firlej, E. 2017. On (de)constructing corporate identity: An ecolinguistic approach. Poznań: Wydawnictwo Naukowe UAM.
3. Materials prepared by the tutor (authentic texts, audio/visual material)

Calculation of ECTS points

Activities	Activity hours*
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Lecture	30
Reading the indicated literature	30
Preparation for the exam	20
Preparation of a project	10
Student workload	Hours 90
Number of ECTS points	ECTS 3

* academic hour = 45 minutes

Learning outcomes

Code	Content
GLC_K1_K01	The graduate is ready to constantly update and improve their knowledge, skills and competence in interpreting cultural-linguistic-communicative phenomena and using them effectively
GLC_K1_K02	The graduate is ready to adopt a critical attitude towards the assimilated knowledge and common opinions, consult experts
GLC_K1_K04	The graduate is ready to undertake communication activities and co-create interpersonal relations in a professional environment, especially one that is linguistically and culturally diverse
GLC_K1_K06	The graduate is ready to carry out the tasks entrusted to them in a professional manner and observe professional ethics
GLC_K1_K07	The graduate is ready to participate consciously and responsibly in socio-cultural life, respecting traditions and cultural heritage and displaying an attitude of tolerance and understanding towards cultural, linguistic and communicative diversity
GLC_K1_U01	The graduate can use theoretical knowledge, research paradigms and conceptual and terminological apparatus appropriate to the field of study, i.e. knowledge of communicology, linguistics, literary studies, literary and cultural comparative studies and history, and use it to formulate, analyze and solve issues arising from communication
GLC_K1_U02	The graduate can properly analyze the causes and course of specific linguistic, literary-cultural, historical-social and communicative phenomena and processes, as well as their interconnection and interpenetration
GLC_K1_U04	The graduate can search for, analyze, evaluate, select, evaluate and use information using a variety of sources and methods of obtaining it
GLC_K1_U07	The graduate can use communicative skills in oral and written form in the field of directional languages - English and Russian - at level B2+ of the Common European Framework of Reference for Languages
GLC_K1_U09	The graduate can use skills in preparing various types of speeches and leading discussions on issues relevant to the field of study, i.e., communicology, linguistics, literary studies, literary and cultural comparative studies
GLC_K1_U10	The graduate can use the skills of substantive argumentation (taking into account the views of other authors) and formulate their own opinions and express them in speech and writing
GLC_K1_U12	The graduate can organize their own and team work, plan activities on a professional level
GLC_K1_U14	The graduate can use the acquired knowledge, skillfully apply various communication channels and techniques necessary to formulate and solve problems within the framework of professional duties
GLC_K1_W04	The graduate knows and understands functional diversity of communication, basic communication strategies and their applicability in the practice of global communication
GLC_K1_W05	The graduate knows and understands connections of global communication with linguistics and literary studies and related areas, as well as basic concepts and issues in the study of the language, literature and cultural contexts of the Eastern Slavic language area
GLC_K1_W08	The graduate knows and understands the complex nature of communication and language and their complexity and variability