Introduction to global communication
Educational subject description sheet

Basic information

Study programme Global Communication	**Didactic cycle** 2023/24
Speciality -	**Subject code** 09GLCS.12KP.02899.23
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	Joanna Puppel-Wobalis

Lecturer	Joanna Puppel-Wobalis

Period	Activities and hours	Number of
Semester 2	• Lecture: 30, Exam	**ECTS points** 4

Goals

Code	Goal
C1	The course will define globalization as a process that encompasses the causes, course, and consequences of transnational and transcultural integration of human activities.

Entry requirements

English language level B2

Subject learning outcomes

Code	Outcomes in terms of	Learning outcomes	Examination methods
Knowledge – Student:			
W1	defines social process by means of which human beings become integrated in a globalized world	GLC_K1_W01, GLC_K1_W02, GLC_K1_W03, GLC_K1_W04, GLC_K1_W05, GLC_K1_W06, GLC_K1_W08, GLC_K1_W09, GLC_K1_W11	Project
W2	defines globalization as a process that encompasses the causes, course, and consequences of transnational and transcultural integration of human activities	GLC_K1_W01, GLC_K1_W02, GLC_K1_W03, GLC_K1_W04, GLC_K1_W05, GLC_K1_W06, GLC_K1_W07, GLC_K1_W08, GLC_K1_W09, GLC_K1_W11	Project
W3	knows scientific works in the field of global communication	GLC_K1_W01, GLC_K1_W02, GLC_K1_W03, GLC_K1_W04, GLC_K1_W05, GLC_K1_W06, GLC_K1_W07, GLC_K1_W08, GLC_K1_W09, GLC_K1_W11	Project
Skills – Student:			
U1	presents and compares terminology regarding principles, models and processes of global communication	GLC_K1_U01, GLC_K1_U02, GLC_K1_U03, GLC_K1_U04, GLC_K1_U05, GLC_K1_U06, GLC_K1_U10, GLC_K1_U13, GLC_K1_U14	Project
U2	explains the place of research on global communication within linguistics and communication	GLC_K1_U01, GLC_K1_U02, GLC_K1_U03, GLC_K1_U04, GLC_K1_U05, GLC_K1_U06, GLC_K1_U07, GLC_K1_U10, GLC_K1_U11, GLC_K1_U12, GLC_K1_U13, GLC_K1_U14	Project

Code	Outcomes in terms of	Learning outcomes	Examination methods
U3	reads and understands scientific works in the field of global communication	GLC_K1_U01, GLC_K1_U02, GLC_K1_U03, GLC_K1_U04, GLC_K1_U05, GLC_K1_U06, GLC_K1_U07, GLC_K1_U08, GLC_K1_U09, GLC_K1_U10, GLC_K1_U11, GLC_K1_U12, GLC_K1_U13, GLC_K1_U14	Project
Social competences – Student:			
K1	is open to learning communicative skills effectively through multiple modes across culturally diverse environments	GLC_K1_K01, GLC_K1_K02, GLC_K1_K03, GLC_K1_K04, GLC_K1_K05, GLC_K1_K06, GLC_K1_K07, GLC_K1_K08	Project
K2	shows awareness of the role of individuals, institutions, and cultural values in intercultural communication competence.	GLC_K1_K01, GLC_K1_K02, GLC_K1_K03, GLC_K1_K04, GLC_K1_K05, GLC_K1_K06, GLC_K1_K07, GLC_K1_K08	Project

Study content

No.	Course content	Subject learning outcomes	Activities
1.	Introduction – Declaration of Principles and building the Information Society: a global challenge in the New Millennium	W1, W2, W3, U1, U2, U3, K1, K2	Lecture
2.	A communication manifesto (evolving)	W1, W2, W3, U1, U2, U3, K1, K2	Lecture
3.	Globalization – etymology and usage	W1, W2, W3, U1, U2, U3, K1, K2	Lecture
4.	Globalization – history of globalization (archaic, early modern, modern)	W1, W2, W3, U1, U2, U3, K1, K2	Lecture
5.	Economic globalization	W1, W2, W3, U1, U2, U3, K1, K2	Lecture
6.	Cultural globalization: an integrated ecofield for the human communicating agent (HCA) transmovements	W1, W2, W3, U1, U2, U3, K1, K2	Lecture
7.	Political globalization	W1, W2, W3, U1, U2, U3, K1, K2	Lecture

No.	Course content	Subject learning outcomes	Activities
8.	Global natural environment: the meaning of 'ecological thinking'	W1, W2, W3, U1, U2, U3, K1, K2	Lecture
9.	Movement of the people (human migration)	W1, W2, W3, U1, U2, U3, K1, K2	Lecture
10.	Ecoturism/Geoturism	W1, W2, W3, U1, U2, U3, K1, K2	Lecture

Additional information

Activities	Teaching and learning methods and activities
Lecture	Lecture with a multimedia presentation of selected issues, Discussion, Work with text, Research method (scientific inquiry), Project method, Demonstration and observation, Audio and/or video demonstrations

Activities	Credit conditions
Lecture	Attendance is not obligatory. On the course completion, students take an exam. 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)

Literature

Obligatory

1. 5. Reading list: James, P. and M.B. Steger. 2014. "A genealogy of 'Globalization': The career of a concept". Globalization 11.4. 417–434.
2. McLuhan, M. 1962. The Gutenberg Galaxy. The making of typographic man. Toronto: University of Toronto Press.
3. McPhail, T. 2006. Global communication.
4. Puppel, S. 2013. "A communication manifesto (evolving)". Scripta Neophilologica Posnaniensia XXIII. 91-99.
5. Puppel, S. 2017. Ecolic[s]2. Essays and notes on ecolinguistic synergy and synthesis. Poznań: Katedra Ekokomunikacji UAM.
6. Al-Rodhan, R.F. Nayef and G. Stoudmann. 2006. "Definitions of globalization: A comprehensive overview and a proposed definition".

Calculation of ECTS points

Activities	Activity hours*
Lecture	30
Reading the indicated literature	45
Preparation of a project	25

Preparation for the exam	20

Student workload	**Hours** 120
Number of ECTS points	**ECTS** 4

* academic hour = 45 minutes

Efekty uczenia się dla kierunku

Kod	Treść
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_K03	The graduate is ready to actively seek new solutions, especially at the cultural-linguistic-communicative level, while showing openness to alternative theoretical and practical proposals
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_K05	The graduate is ready to performing work individually and in a group and assuming different roles in it
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_K08	The graduate is ready to establish contacts and activities in a linguistically, culturally, geographically and socially diverse international environment
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_U03	The graduate can use research skills, including formulation and analysis of research problems, selection of research methods and tools, development and presentation of results, allowing to solve research problems in the field of global communication
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_U05	The graduate can independently acquire knowledge and develop skills in conducting research work under the guidance of a research supervisor
GLC_K1_U06	The graduate can independently, analytically and critically interpret linguistic and literary texts and cultural phenomena
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_U08	The graduate can use communicative skills in oral and written form in an additional non-native language - depending on the choice of a second Western European or Eastern Slavic language - at a level of at least B1 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_U11	The graduate can use the regulations of copyright law and management of intellectual property
GLC_K1_U12	The graduate can organize their own and team work, plan activities on a professional level
GLC_K1_U13	The graduate can plan and implement self-study and improve cultural, linguistic and communication skills necessary for professional and personal development

Kod	Treść
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_W01	The graduate knows and understands in an advanced degree the place of communication issues and problems in the system of sciences, especially its subject and methodological connections with the disciplines of language and literary sciences in the humanities
GLC_K1_W02	The graduate knows and understands in an advanced degree, selected methodologies appropriate to the field of study, i.e., communicology, linguistics, literary studies, literary and cultural comparativism, history, and related terminologies
GLC_K1_W03	The graduate knows and understands in an advanced degree the linguistic, literary and socio-cultural foundations of communication with a special focus on the East Slavic cultural-linguistic-communicative space
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_W06	The graduate knows and understands selected issues from the area of directional disciplines necessary to comprehend communicative, historical, social, linguistic and literary-cultural processes and transformations in particular in relation to the East-West axis
GLC_K1_W07	The graduate knows and understands methods of analyzing and interpreting issues of linguistic and literary comparatism with cultural elements, cultural exchange processes and their relevance to contemporary integration and technological processes in the world
GLC_K1_W08	The graduate knows and understands the complex nature of communication and language and their complexity and variability
GLC_K1_W09	The graduate knows and understands the essence of the functioning of institutions relevant to the area of professional activity related to the field of study
GLC_K1_W11	The graduate knows and understands concepts and principles of intellectual property and copyright protection