

INTRODUCTION TO THE PSYCHOLOGY OF COMMUNICATION

MODULE OUTLINE

1. GENERAL INFORMATION

FACULTY	SOCIAL SCIENCES AND HUMANITIES		
DEPARTMENT	COMMUNICATION AND DIGITAL MEDIA		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	CMD 1155	SEMESTER OF STUDY	1 st
MODULE TITLE	INTRODUCTION TO THE PSYCHOLOGY OF COMMUNICATION		
COURSEWORK BREAKDOWN		WEEKLY TEACHING LOAD	ECTS Credits
		Lectures	3
			5
MODULE TYPE	Core		
PREREQUISITES:	-		
TEACHING AND EXAMS LANGUAGE:	Greek		
MODULE DELIVERY TO ERASMUS STUDENTS	Yes (in English)		
MODULE WEBPAGE (URL)			

2. LEARNING OUTCOMES

Learning Outcomes

The purpose of the course is to introduce students to the cognitive field of communication psychology. Students become familiar with the classical models of communication and understand the social, cultural and psychological factors that interact and ultimately frame the communication between the transmitter and the receiver. The course also focuses on the concept of interpersonal communication at both interpersonal and group level.

Upon successful completion of the course students will be able to:

- Understand the concept of communication, the types of communication and the relationship between communication and psychology
- Appreciate the value and contribution of psychology theory when designing messages and communication campaigns
- Acquire effectiveness and objectivity in their private and public communication.
- Analyze how interpersonal and mass communication influence human behavior
- Decode non-verbal communication
- Determine how spacetime and rituals influence the communication process

General Skills
<ul style="list-style-type: none"> • Teamwork • Decision making • Critical Thinking • Free, creative and inductive thought

3. MODULE CONTENTS

<p>Indicative sections:</p> <ul style="list-style-type: none"> - The meaning and definitions of psychology - The scientific view of communication - Theories of communication - Traditions of communication theories - Psychological factors of communication - Communication and interaction - Systematic approach to communication - Non verbal communication - Time and rituals of communication - Interpersonal communication - Group Psychology

4. TEACHING METHODS-ASSESSMENT

MODE OF DELIVERY	In-class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Support of the learning process through the e-class platform	
TEACHING METHODS	<i>Method Description</i>	<i>Semester Workload</i>
	Lectures	39
	Preparation for module attendance	20
	Group project preparation and write-up	15
	Case study analysis in small student groups	20
	Exam Preparation	30
	Exams	2
	<i>Total work Load</i>	<i>126</i>
ASSESSMENT METHODS	<p>I. End of semester written exam that includes:</p> <ul style="list-style-type: none"> - Short essay questions - Multiple choice questions - Case study questions that require the application of 	

	psychology theory in real problems
	II. Writing and presentation of Group Project

5. RESOURCES

-Recommended Book Resources:

- Littlejohn, S. και Foss, K. (2004), *Theories of Human Communication*, 9th edition, Sengage Learning
- Schacter, D., Gilbert, D.T., Nock, M. & Wegner, G. D. (2016), *Psychology*, 4th edition, Worth Publishing.
- Freud, S. (2015), *The Psychopathology of Everyday Life*, Andesite Press, [German edition 1901]
- Berne, E. (1964), *Games People Play, The Psychology of Human Relationships*, Grove Press.
- Watzlawick P., Helmick Beavin J., και Jackson D. (1967), *W.W. Norton and Company*

-Recommended Aricle/Paper resources:

- Tinigina, A. A. (2013). *Modern Research on Egocentrism in the Context of Social Perception and Communication. Social Psychology and Society*, 2013(1), 29-38.
- Marx, M. H. (2010). *Systems and Theories. The Corsini Encyclopedia of Psychology*, 1-2.
- Branthwaite, A. (1983). *Situations and social actions: Applications for marketing of recent theories in social psychology. Journal of the Market Research Society*, Vol. 25, No.1, pp. 19-38
- Zuckerman, M., DePaulo, B. M., & Rosenthal, R. (1981). *Verbal and nonverbal communication of deception. In Advances in experimental social psychology (Vol. 14, pp. 1-59). Academic Press.*
- Garvey, W. D., & Griffith, B. C. (1972). *Communication and information processing within scientific disciplines: Empirical findings for psychology. Information storage and retrieval*, 8(3), 123-136.
- Argyle, M., Alkema, F., & Gilmour, R. (1971). *The communication of friendly and hostile attitudes by verbal and non-verbal signals. European Journal of Social Psychology*, 1(3), 385-402.
- Miller, G. A. (1967). *The psychology of communication. Human Resource Management*, 6(3), 43.