Subject Code	ENGL562	
Subject Title	Communication	
Credit Value	3	
Level	5	
Pre-requisite/Co-	N/A	
requisite/Exclusion		
Objectives	The subject provides opportunities for students to examine scholarship concepts and theories in interpersonal communication, persuasion, group communication, mass/mediated communication, non-verbal communication, as well as an introduction to the cognitive and psychological processes underlying language and communication. It encourages students to apply the concepts and theories in the description, interpretation, and explanation of the salient factors, processes and products in real-life communicative events in professional discourse contexts, with a view to enhancing the students' communicative competencies.	
Intended Learning Outcomes	Upon completion of the subject, students will be able to:	
Outcomes	Category A: Professional/academic knowledge and skills	
	<ul> <li>a. learn and understand scholarship communication theories which have strong pragmatic value to communicators</li> <li>b. appreciate the functions, value and relevance of scholarship communication theories to students' professional and personal lives</li> <li>c. learn and apply research methods in communication</li> <li>d. apply the understanding of scholarship communication theories to the analysis of a variety of discourse, in particular to research a chosen topic that is of interest, relevance, or importance to students' professional or personal lives.</li> </ul>	
	Category B: Attributes for all-roundedness	
	<ul> <li>e. develop analytical reasoning, critical thinking, and problem solving skills:</li> <li><u>analytical reasoning</u>: to think in a logical manner, supporting ideas with well-reasoned arguments and evidence</li> <li><u>critical thinking</u>: to evaluate information and evidence critically, able to recognize flaws or inconsistency in an argument</li> <li><u>problem solving</u>: to understand the problem, explore plausible answers, and select the most appropriate decision/solution for the problem</li> </ul>	
Subject Synopsis	1. Communication audit to maximize performance: definitions, functions, instruments, and process	
	<ul> <li>2. Communication theories:</li> <li>Theories of interpersonal communication: The Co-operative Principle, and Politeness Theory</li> <li>Theories of persuasion: • Theories of group communication: Function Group Decision Making</li> <li>Theories of mass/mediated communication: Semiotics, Cultural Studies and Agenda-Setting Theory</li> </ul>	

		of non-verbal		nunicatio	n: Visu	iai gram	ımar, k	inesics,
	chronemics, and proxemics							
	Psycholinguistic theories of language and communication							
	<ul><li>disorders: Aphasia, anomia</li><li>Cognitive linguistic models of communication: Conceptual</li></ul>							
			odels c	of comm	unicatio	on: Con	ceptual	
	Metaphor			:	41. a. a.ta.a	der of on		:
	3. Applications of in different cor			eories to	the stu	ay of co	ommun	ication
	4. Qualitative and			de for ce	mmiin	iontion	acanra	h
Teaching/Learning	The subject will u							
Methodology	sessions, and guid					and and	apply	the
	scholarship comm	nunication the	eories a	and conc	epts.			
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Assessment Methods	Specific	%	]	Intended	subjec	t learnin	ıg	
in Alignment with	assessment	weighting				be assessed		
Intended Learning Outcomes	methods/tasks		а	b	с	d	e	
Outcomes	1. In-class test	30%	$\checkmark$			✓		
	2. Group	30%		✓	✓	✓	~	
	presentation			•	v	v	v	
	3. Individual	40%		$\checkmark$	$\checkmark$	<ul> <li>✓</li> </ul>	✓	
	essay			•	•	•	•	
	Total	100%						
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	<ul><li>designed to help s</li><li>Class contact:</li><li>Lecture</li></ul>							39 Hrs.
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	<ul> <li>designed to help s</li> <li>Class contact:</li> <li>Lecture</li> <li>Seminar</li> <li>Other student s</li></ul>	students to ac	hieve a	all the int				39 Hrs. 0 Hrs.
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Revised by Kim Hyejeong as of May 2024