

General Information			
Course name	Speech Communication	ECTS Credits	3
		Semester	winter
Aims			
The course aims to familiarise students with the principles, central ideas and the practical application of the communication theories they are likely to encounter not only in the communication discipline but also in everyday life.			
Contents			
1. Introductory lesson 2. Defining communication. Models of Communication. Contexts of Communication. 3. Symbolic Interaction Theory (Mead) 4. Coordinated Management of Meaning (Pearce and Cronen) 5. Genderlect Styles (Tanner) 6. Face Negotiation Theory (Ting-Toomey) 7. The Rhetoric (Aristotle) 8. Written test 9.-14. Presentations			
Evaluation			
Students are expected to attend each class according to the schedule. More than one unexcused absence is not acceptable (extreme situations aside), making the second unexcused absence an automatic failure for the course. There will be 1 written test (week 7). Each student will be required to give a presentation based on the course study material provided in advance. There will be no retake for any part of the continuous assessment (1 written test, 1 oral presentation). written test = 80% + oral presentation = 20% Final evaluation: A - 93-100% - 86-92% - 78-85% D - 72-77% - 65-71% - 64% and less			
Bibliography			
Griffin, E.: A first look at communication theory. McGraw-Hill, Inc. NY, 2006. page: 100 West, R., Turner, H.L.: Introducing Communication theory. Mayfield Publishing Company. London, 2000.			