

Academic Year: (2023 / 2024)

Review date: 12-05-2023

Department assigned to the subject: Transversal matters

Coordinating teacher:

Type: Compulsory ECTS Credits : 3.0

Year : 2 Semester :

OBJECTIVES

The aim is to train the student to:

1. Know the variables and elements that intervene in professional interpersonal communication.
2. Putting into practice and perfecting effective communication (expressing ideas, knowledge and arguments with clarity and opportunity) in professional contexts.
3. Acquire, based on knowledge and analysis of oneself and the professional environment, the necessary resources for effective professional development..
4. Manage resources and techniques for meaningful communication in the professional environment..
5. Mastering different strategies and channels for meaningful communication depending on the variables of the professional application environment..
6. Enable and manage audience participation and adapt communication to the characteristics of the context.
7. Improve effective communication from practice and applied exercise.
8. Identify your own communication style and that of the interlocutor.
9. Contribute to the comprehensive training and personal development of students.

DESCRIPTION OF CONTENTS: PROGRAMME

1. Presentation of the course:
 - a. Presentation of teacher and students.
 - b. Goals. Professionalize communication.
 - c. Understand communication as a tool in process optimization.
2. Components and characteristics of the communication process:
 - a. Elements involved in communication.
 - b. Communication skills and meaningful communication.
3. Types of communication:
 - a. Verbal communication.
 - b. Non-verbal and paraverbal communication.
4. Basic communication skills:
 - a. Communication styles.
 - b. Abilities.
5. Keys to effective communication:
 - a. Objectives, analysis of the professional context as conditioning factors.
 - b. Contents and resources for effective communication meetings and presentations.
 - c. How to influence the audience.
6. Interpersonal communication:
 - a. Communication styles and leadership styles.

b. Emotional competences for professional communication Interaction with the audience.

LEARNING ACTIVITIES AND METHODOLOGY

The class schedule is distributed according to the following methodology and training activities:

- Theoretical-practical teaching; Active, dynamic and participatory learning. During the classes, practical exercises will be carried out in which the students will put into practice the explained techniques.
- Students will be established in teams that must develop a project during the semester with presentations to the class of the intermediate steps and a final presentation before the jury.
- Written and oral exercises; exhibitions of the students.

ASSESSMENT SYSTEM

- Minimum attendance at 80%
- Continuous and summative evaluation. Class participation. Systematic performance of exercises and practical activities as well as oral presentations.
- There will be no exam.

% end-of-term-examination:	0
% of continuous assessment (assignments, laboratory, practicals...):	100

BASIC BIBLIOGRAPHY

- Arrieta, L., y Moresco, M. Educar desde el conflicto, CCS, 1992
- Ballenato Prieto, G. Comunicación eficaz. Teoría y práctica de la comunicación humana, Ediciones Pirámide, 2013
- Berjano, E. y Pinazo, S Interacción social y comunicación. Prácticas y ejercicios., Univ. de Valencia, 2001
- Colectivo Amani Educación intercultural. Análisis y resolución de conflictos, Popular, 1994
- Costa, M., y López, E. Manual para el educador social, 2 vols, Ministerio de Asuntos Sociales, 1991
- Jiménez, F. La comunicación interpersonal: ejercicios educativos., JCCE, 1991
- Lefever, L El arte de explicar, Anaya Multimedia, 2013
- Puchol, L Hablar en público: nuevas técnicas y recursos para influir a una audiencia en cualquier circunstancia, Ed. Díaz de Santos, 2008
- Puig, J.M Aprender a dialogar, Infancia y Aprendizaje, 1995
- Senge, P La quinta disciplina: el arte y la práctica de la organización abierta al aprendizaje, Grijalbo, 1998
- Watzlawick, P., Beavin, J., y Jackson, D Teoría de la Comunicación humana, Herder, 1981
- Weinschenk, S. Presentaciones inteligentes. 100 cosas sobre la audiencia que todo speaker debe saber, Anaya, 2012

ADDITIONAL BIBLIOGRAPHY

- Arrieta, L., y Moresco, M. Educar desde el conflicto., CCS, 1992
- Colectivo Amani. Educación intercultural. Análisis y resolución de conflictos., Popular, 1994
- Senge, P. La quinta disciplina: el arte y la práctica de la organización abierta al aprendizaje., Popular, 1994
- Senge, P. La quinta disciplina: el arte y la práctica de la organización abierta al aprendizaje., Grijalbo, 1998

BASIC ELECTRONIC RESOURCES

- Rizo, M . El camino hacia la nueva Comunicación. Breve apunte sobre las aportaciones de la Escuela de Palo Alto. En Revista Electrónica RAZÓN Y PALABRA, México:
<http://www.cem.itesm.mx/dacs/publicaciones/logos/actual/mrizo.html>