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| Course title | **Communication and Culture** |
| Semester | Spring semester |
| Faculty / Department | Faculty of Culture and Media |
| Professor | Professor Violeta Tomanović, PhD   |  | | --- | |  | |
| ECTS credits | 10 |
| Language of instruction | English |
| Level of study | Bachelor |
| Content | The concept of culture and review of its historical trends. The concept and importance of communication, charasterisrics of communication process, communication and environment in which it happens. Visual culture from the origin of prime human forms of communication to the modern forms of communication. Cultural needs and creativity in communication. Types of communication: verbal, non verbal; problems in interpreting nonverbal communication; intrapersonal and interpersonal communication; functions of interpersonal communication; the communication between two people, group communication, public communication, entropy and message redundancy; modern visual communication, unification of culture through contemporary forms of mass communication, negotiation; creativity; design of effective communication, direct and indirect approach to communication; culture and communication. |
| Learning outcomes | Training for quality communication. Ability to adapt to the respondent in the communication process (his knowledge and culture). Understanding the impact of communication on the performance of the organization and the relationship between culture and communication. |
| Length | One semester. |
| General information | The purpose of this course is about understanding the concept of layers of culture, development and the role of spiritual creativity in contemporary society. Understanding the concept of communication, forms and styles of communication and the importance of good communication. The role and importance of communication and culture and their mutual relations and influences. Referring to the impact of culture (with an emphasis on visual aspects) in achieving successful communication. |
| Restrictions to mobile students and availability before the signature of the learning agreement | There is no any restrictions. |