

**COURSE SPECIFICATION**

**Institution Name** Rangsit University **Faculty/Department** College of Communication Arts

**Curriculum** Communication Arts (International Program) **Version 2564 B.E.**

**SECTION 1 GENERAL INFORMATION**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| ICA217 |  | Psychology of Communication | | | 3 | (3-0-6) |
| Prerequisite(s) |  | - | | |  |  |
| Co-requisite(s) |  | - | | |  |  |
| Academic Year |  | 2/2024 | | |  |  |
| Section |  | 150 | | |  |  |
| Course Category |  | Foundation | | |  |  |
|  |  | General education | | |  |  |
|  | **☑** | Core | | |  |  |
|  |  | Elective | | |  |  |
| Responsible person | | Nudee Nupairoj, Ph.D. |  | Full-time lecturer |  |  |
| Teaching lecturer | | Nudee Nupairoj, Ph.D. | **☑** | Full-time |  | Guest |
| Classroom location | | 11-304 | **☑** | On campus |  | Online |
| Last update | | 8 December 2024 |  |  |  |  |

**SECTION 2 COURSE OBJECTIVES AND COMPONENTS**

**1. Course Objectives**

1) To understand the principles and concepts of human communication

2) To recognize the importance of perception and communication

3) To realize the psychological condition, physical and social conditions which influence communications.

**2**. **Course description**

Principles and concepts of human communication; its nature and importance of perception and communication in certain ages; psychological, physical and social conditions that influence communications such as personality, needs, learning, and motivation.

**3. Number of consultation hours**

Total .....5....hours/week e-mail : ndnupairoj@gmail.com..…………….

Facebook :………………………………………

Line : http://line.me/ti/g/Y1qTgqt4E1

Others (specify)..................................................

**4. Course Learning Outcomes: CLOs)**

1. **Understand Principles and Concepts of Human Communication**

* Demonstrate knowledge of the foundational principles and concepts that define human communication.
* Explain the nature of communication and its significance in various contexts.

1. **Recognize the Role of Perception in Communication**

* Understand the importance of perception in shaping communication processes and outcomes.
* Analyze how perception influences communication at different life stages.

1. **Comprehend Factors Influencing Communication**

* Identify psychological, physical, and social conditions, such as personality, needs, learning, and motivation, that impact communication.
* Explain how these factors contribute to variations in communication behaviors and effectiveness.

1. **Understand the Interplay Between Communication and Human Development**

* Describe the influence of developmental stages on communication styles and approaches.
* Analyze the role of communication in addressing individual and social needs across different ages.

**SECTION 3** **Development of the student’S learning outcomes**

The standards of learning outcomes for curriculum development in the framework of national standards for higher education in the 5 areas are as follows:

**1. Morals and Ethics**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Learning Outcomes** | **Teaching Methods** | **Evaluation** |
| - | - | - | - |

2**. Knowledge**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Learning Outcomes** | | **Teaching Methods** | | **Evaluation** |
| 2.1 | Knowledge and understanding of the theory, principles, and the ways of communication. | * Lecture. * PowerPoint. * Project assignment * Discussions. | | * Project assignment outcome * Discussions results * Final exam. | |
| 2.5 | Understand the changes and impacts of new technology and the ability to apply the knowledge. | * Lecture. * PowerPoint. Clips * Project assignments outcome * Discussions. | | * Project assignment outcome * Discussions results * Final Exam | |

3. **Intellectual Skills**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Learning Outcomes** | | **Teaching Methods** | **Evaluation** |
|  |  |  | |  |

4. **Interpersonal skills and responsibility**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Learning Outcomes** | **Teaching Methods** | | **Evaluation** |
|  | - | - |  | |

5**. Numerical analysis, communication and information technology skills**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Learning Outcomes** | **Teaching Methods** | **Evaluation** |
|  | **-** | - |  |

**SECTION 4 TEACHING AND EVALUATION PLANS**

**1. Teaching Plan**

| **Week** | **Content** | **Teaching activities and materials** | **Hours** | **Lecturer** |
| --- | --- | --- | --- | --- |
| 1 | **Course introduction**   * Overview of the course structure, objectives, and expectations * Definition and significance of human communication * Key principles and components of the communication process | Lecture, PowerPoint | 3 | Nudee Nupairoj |
| 2 | **Psychology of Communication: Foundations**   * Cognitive processes in communication: attention, memory, and interpretation * The role of emotions in shaping communication | Lecture, PowerPoint, Discussions, exercise | 3 |
| 3 | **Psychology of Communication: Applications**   * The impact of psychological traits (e.g., introversion, extroversion) on communication styles * Social psychology in communication: conformity, persuasion, and group dynamics * The role of psychological barriers, such as stress and bias, in communication breakdowns | Lecture, PowerPoint, Discussions, exercise | 3 |
| 4 | **Self-awareness and communication** | Lecture, PowerPoint, Discussions, exercise | 3 |
| 5 | **Perception in Communication**   * The perception process: selection, organization, and interpretation * Factors influencing perception: cultural, experiential, and environmental | Lecture, PowerPoint, Discussions, exercise | 3 |
| 6 | **Importance of Perception Across Life Stages**   * How perception develops and changes across different ages * Impacts of perception on interpersonal and group communication | Lecture, PowerPoint, Discussions, exercise | 3 |
| 7 | **Psychological Influences on Communication**   * Role of personality in communication styles and preferences * Psychological needs and their impact on communication behaviors. | Lecture, PowerPoint, Discussions, exercise | 3 |
| 8 | **Midterm Review and Assessment**   * Recap of key concepts covered in Weeks 1–7 * Midterm exam or project focusing on the principles and factors of communication | Lecture | 3 |
| 9 | **Midterm Exam** |  |  |
| 10 | **Physical Influences on Communication**   * Physical conditions and their role in shaping communication effectiveness * Influence of health, disabilities, and physical environment | Lecture, PowerPoint, Discussions |  |
| 11 | **Social Conditions Affecting Communication**   * Social norms and their influence on communication practices * Role of culture, gender, and socioeconomic factors | Lecture, PowerPoint, Discussions  **Assignment Given** | 3 |
| 12 | **Presentation of Assignment** | **Assignment DUE** | 3 |
| 13 | **Learning and Motivation**   * Communication as a learned behavior: theories and processes * The impact of education and experience on communication competency * Theories of motivation and their relevance to communication * How motivational factors influence interpersonal and organizational communication | Lecture, PowerPoint, Discussions, exercise | 3 |
| 14 | **Communication Across Ages-Interpersonal relationship**   * Social Penetration Theory and the Johari Window |  | 3 |
| 15 | **Psychology of Media** |  | 3 |
| 16 | **Course Revision** |  | 3 |
| 17 | **Final Examination** | **Exam** | 3 |
| Total | | | 45 |  |

**2. Evaluation Plan**

| **Learning outcomes** | **Evaluation Methods** | **Week Evaluated** | **Percentage of Evaluation** |
| --- | --- | --- | --- |
| 2.1, 2.5 | Assignment  Discussions  Midterm Exam  Final Exam | 14  1-16  9  17 | 30  10  30  30 |

##### SECTION 5 TEACHING MATERIALS AND RESOURCES

1. **Textbooks and primary documents**

Course materials.

**2. Other important documents and resources**

Beebe, Steven A., Beebe, Susan J., Ivy, Diane K. (2016). Communication: Principles for a lifetime. Essex, UK: Pearson.

**3. Recommended documents and resources**

Assertive Communication. http://psychology.tools/assertive-communication.html

The Power Of Communication: Psychology Of Words And Language Revealed. https://goo.gl/yaJ2ML

**SECTION 6 Course Evaluation and Improvement**

**1. Course effectiveness evaluation strategy by students**

Online course evaluation.

1. **Teaching evaluation strategy**

Students project outcomes and final exam results.

**3. Teaching Improvement**

More emphasis on using projects and activities as learning tools to help students understand difficult psychological concept.

**4. The Verification of students’ academic performance**

Student interviews

Behavior observation

☑ Verification of grading and evaluation

Comprehensive examination

Report of the cumulative data of the standards of learning outcomes (6 areas)

Survey/Questionnaire

Others (Specify)

**5. The revision and planning process to improve course efficiency**

Results from online evaluation and anonymous written feedback will be analyzed and used to create guidelines for teaching improvement in the next academic year.