

**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 | AssignmentDiscussionsMidterm ExamFinal Exam | 141-16917 | 30103030 |

##### 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.