

Module code: MOD009585	Version: 1 Date Amended: 30/Oct/2023
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1. Module Title
Psychology of Communication

2a. Module Leader
Melanie Bell

2b. School
School of Humanities and Social Sciences

2c. Faculty
Faculty of Arts, Humanities, Education and Social Sciences

3a. Level
4

3b. Module Type
Standard (fine graded)

4a. Credits
30

4b. Study Hours
300

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

In the 21st-century, the possibilities of human communication have proliferated. We can communicate more widely, more quickly, and through more channels than ever before. The enthusiasm with which these possibilities have been embraced may reflect the fact that communication and connection with others is a fundamental part of what it means to be human. And when communication is unsatisfactory it can lead to feelings of loneliness or frustration. In this module you will start by analysing communication as a general process before considering how communication is influenced by and interacts with culture and individual identity. We will cover both verbal and nonverbal communication, the importance of listening as part of communication, and how to speak effectively. We will also consider communication on different scales, from interpersonal communication through communication in small groups and organisations, to social and mass media. The module will combine what is known from the scientific study of communication with reflection on your personal experience of communicating and there will be an opportunity to develop the effectiveness of your own communication.

You will develop key employability skills on this module including improving your knowledge of how acts of communication unfold, oral communication, and IT skills.

6b. Outline Content

The module may discuss the following topics and concepts:

- The communication process
- Culture and communication
- Perception, the self, and communication
- Verbal and nonverbal communication
- Listening and responding
- Interpersonal and relational communication
- Communication in small groups and organisations
- Social/mass media and communication.
- Preparing and composing your speech
- Audience analysis and speech delivery

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources

None

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Demonstrate basic awareness and understanding of key dimensions of communication.
2	Knowledge and Understanding	Demonstrate basic awareness and understanding of communication choices in a changing world.
3	Knowledge and Understanding	Demonstrate basic awareness and understanding of the ways in which communication may have an impact on issues such as equality and justice in society.
4	Intellectual, practical, affective and transferrable skills	Apply understanding of key concepts in the analysis of real-life samples of communication.
5	Intellectual, practical, affective and transferrable skills	Critique how communication choices in rapidly changing societies have implications for people from various demographic and socio-economic backgrounds.
6	Intellectual, practical, affective and transferrable skills	Reflect on one's own communication and how it could become more effective.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2026/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	12	1-6	Weekly 1-hour lecture
Other teacher managed learning	24	1-6	Weekly 2-hour seminar
Student managed learning	264	1-6	Preparatory reading, further research, preparation of coursework
TOTAL:	300		

9. Assessment for the above Module Occurrence

The assessment for some modules includes a presentation (see below for details on how this particular module is assessed). We recognise that presenting, especially to a large group, can cause significant anxiety or distress for some students. If this may affect you, please contact your Module Leader or the Disability and Neurodiversity Service as early as possible. We will work with you to consider appropriate reasonable adjustments. Depending on your individual needs, these might include, for example, presenting to a smaller group or presenting only to a member of academic staff.

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-6	100 (%)	Fine Grade	30 (%)

Portfolio of tasks. Equivalent to 5000 words

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:

- (a) achieve the qualifying mark for each element of fine graded assessment as specified above**
- (b) pass any pass/fail elements**

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]