

**MINISTRY OF HEALTH OF UKRAINE
BUKOVYNA STATE MEDICAL UNIVERSITY**

"APPROVED"

Vice-Rector of the Higher Education Institution
for Scientific and Pedagogical Work

"23" 08 Oksana GODOVANETS
2025



**REFERENCE BOOK FOR POSTGRADUATE STUDENTS
(SYLLABUS)
for studying the academic discipline**

"BASICS OF COMMUNICATION THEORY"

Field of knowledge 22 "Healthcare"

Speciality 221 "Dentistry"

Educational degree third (educational and scientific)

Course of study 1

Form of education full-time

Department Psychology and Philosophy

Approved at a meeting of the Department of Psychology and Philosophy
on 25 August 2025, protocol No. 1.

Head of Department

(signature)

Alla BORYSIUK

Approved by the subject methodology commission for social and humanitarian
disciplines 26 August 2025, Protocol No. 1.

Chair of the Subject Methodological
Commission

(signature)

Nina ZORIY

1. GENERAL INFORMATION ABOUT SCIENTIFIC AND PEDAGOGICAL STAFF WHO TEACH THE ACADEMIC DISCIPLINE

Department	Psychology and Philosophy
Surname, first name, patronymic of scientific and pedagogical staff, position, academic degree, academic title, e-mail	Alla Stepanivna Borysiuk – Doctor of Psychological Sciences, Professor borysiuk.alla@bsmu.edu.ua
Department website on the official university website	https://www.bsmu.edu.ua/psihologiyi-ta-filosofiyi/
Department website	https://psychology.bsmu.edu.ua/holovna
E-mail	psychology@bsmu.edu.ua
Address	Chernivtsi, 3 Heroiv Maidanu Street, 2nd floor
Contact	-

2. GENERAL INFORMATION ABOUT THE ACADEMIC DISCIPLINE

Status of the discipline	Elective
Number of credits	3
Total number of hours	90
Lectures	0
Practical classes	30
Independent work	60
Type of final assessment	credit

3. DESCRIPTION OF THE ACADEMIC DISCIPLINE (ABSTRACT)

The programme for studying the academic discipline "Basics of communication theory" has been developed in accordance with the Ukrainian Higher Education Standard of the third (educational and scientific) level of knowledge in the field of "Healthcare" and on the basis of the educational and scientific programme for training doctors of philosophy in the speciality 221 "Dentistry".

The subject of study is communication theory, which is one of the most promising fields of modern scientific knowledge. Communication is a universal phenomenon, its content and forms fall within the scope of many sciences of the social sciences and humanities, natural sciences and technical cycles. This necessitates the creation of a theory that integrates and generalises the results of scientific research in this field. The course provides a systematic presentation of the fundamentals of communication theory, including a comprehensive review of the phenomenon under study. The main objective of the course is to provide the basics of communicative knowledge to all those who clearly understand that the key to success in their professional and social activities is the ability to communicate and interact with people correctly.

The subject of study of the academic discipline is communication as a universal phenomenon, its content and forms; the main theories of communication.

4. ACADEMIC DISCIPLINE POLICY

4.1. List of regulatory documents:

- Regulations on the organisation of the educational process – <https://cutt.ly/ArUqCMFh>;
- Instructions for assessing the academic performance of BSMU students in the context of the implementation of the European Credit Transfer System for the organisation of the educational process – <https://cutt.ly/yrUqVPvn>;
- Regulations on the procedure for making up missed and uncredited classes – <https://cutt.ly/jrUqBS36>;
- Regulations on appealing the results of final assessment of higher education students – <https://cutt.ly/3rUqMAbV>;
- Code of Academic Integrity – <https://cutt.ly/FrUq1ljK>;
- Regulations on the prevention of academic plagiarism – <https://cutt.ly/MrUq6QAt>;
- Regulations on the procedure and conditions for the selection of elective disciplines by students – <https://cutt.ly/srUwo6Ci>;
- Regulations on the Procedure for Recognising Learning Outcomes Achieved through Non-Formal and/or Informal Education – <https://cutt.ly/SrUwpl1e>;
- Rules of Conduct for Students – <https://cutt.ly/ErUq72rZ>;
- Internal labour regulations – <https://cutt.ly/UrUwiACe>.

4.2. Policy on compliance with the principles of academic integrity for students:

- independent completion of current and final assessment tasks without the use of external sources of information;
- cheating during tests is prohibited;
- independent completion of individual assignments and correct citation of sources of information when borrowing ideas, statements, or information.

4.3. Policy on compliance with the principles and norms of ethics and deontology by students:

- acting in professional and educational situations from the standpoint of academic integrity and professional ethics and deontology;
- compliance with the university's internal regulations and rules of conduct for students, being tolerant, friendly and thoughtful in communication with students and staff of departments, healthcare institutions, etc.;
- recognising the importance of examples of human behaviour in accordance with the norms of academic integrity and medical ethics.

4.4. Policy on student attendance:

- attendance at all classes (lectures, practical (seminar) classes, final module control) is mandatory for the purpose of current and final assessment of knowledge (except in cases of valid reasons).

4.5. Policy on deadlines and making up for missed or uncredited classes by higher education students:

- make-up classes for missed classes are held according to the schedule for make-up classes and consultations.

5. PREREQUISITES AND POSTREQUISITES OF THE ACADEMIC DISCIPLINE (INTERDISCIPLINARY CONNECTIONS)

List of academic disciplines on which the study of the academic discipline	List of academic disciplines for which the foundation is laid as a result of studying the academic discipline
Ethics and methodology of scientific research	Presentation and implementation the results of one's own scientific research
	Specialisation
	Psychology and pedagogy of higher education
	Teaching practice
	Rhetoric
	History and philosophy of science. The concept of open science

6. GOALS AND OBJECTIVES OF THE COURSE:

6.1. The aim of studying this academic discipline is to provide a comprehensive overview of the fundamentals of communicative knowledge; to familiarise students with the conceptual apparatus of communication theory; to substantiate the specifics of different types and means of communication; to clarify the role of information in the communication process; acquiring and deepening a complex of knowledge, skills, and abilities of communicative competence; forming communicative qualities; solving complex tasks in the discipline; mastering the methodology of scientific and pedagogical activity; conducting one's own scientific research; solving a topical scientific problem in communication theory, the results of which have scientific novelty, theoretical and practical significance.

6.2. The main objectives of studying the discipline are:

- familiarisation with the basic concepts and categories of the discipline;
- developing knowledge, abilities, and skills of communicative competence;
- familiarisation with the latest communication techniques and practices;
- developing skills for analysing communicative situations and communicative acts in terms of their effectiveness;
- developing reflective and leadership qualities;
- teaching effective interaction in a professional environment;
- acquiring public speaking skills;
- learning effective communication skills at different levels (personal, group, professional, mass);
- forming and consolidating effective communication skills;
-

7. COMPETENCIES THAT THE ACADEMIC DISCIPLINE HELPS TO DEVELOP:

7.1. Integral competence:

The ability to solve complex problems in the field of professional medical activity, conduct original scientific research and carry out research and innovation activities in the field of healthcare based on a deep rethinking of existing and creation of new holistic theoretical or practical knowledge and/or professional practice.

7.2. General competencies:

GC1. Ability to continuously develop and improve oneself scientifically and professionally.

GC2. Ability to search for, process and analyse information from various sources.

GC3. Ability to work autonomously and in a team while adhering to the rules of academic integrity.

GC4. Ability to communicate and work in a professional environment at the national and international levels.

GC5. Ability to identify, pose and solve problems.

GC 6. Ability to generate new ideas (creativity).

GC7. Ability to evaluate and ensure the quality of work performed.

GC8. Ability to develop and manage projects.

7.3. Professional (special) competencies:

PC3. Ability to identify the need for additional knowledge in the field of scientific research, generate scientific hypotheses in dentistry.

PC4. Ability to initiate, develop and implement research and innovation projects in dentistry.

PC8. Ability to publish the results of scientific research in oral and written forms in accordance with national and international standards.

PC9. Ability to implement new knowledge (scientific data) in science, education and healthcare practice.

PC10. Ability to organise and conduct teaching activities at higher education institutions in a specific subject area, in particular in the field of "Health Care and Social Welfare" in the speciality "Dentistry".

8. LEARNING OUTCOMES.

The academic discipline ensures the formation of the following program learning outcomes (PLO):

PLR 1. Demonstrate continuous development of one's intellectual and general cultural level.

PLR 2. Identify unresolved problems in dentistry, formulate questions and determine ways to solve them.

PLR 7. Correctly assess new and complex phenomena and problems, independently and critically analyse and synthesise scientific data.

PLR 10. Implement and improve modern research methods in the chosen field of scientific project and educational activity.

PLR 12. Use the results of scientific research in dental practice, the educational process and society.

PLR 14. Present the results of scientific research in oral and written forms in the scientific community and society at large, in accordance with national and international standards.

PLR 15. Manage the work of a team of students, colleagues, and an interdisciplinary team.

PLR 16. Organise the work of participants in the educational process when performing scientific and educational activities and influence their social development.

PLR 17. Evaluate the effectiveness of the educational process and recommend ways to improve it.

PLR 18. Adhere to ethical principles when working with patients and laboratory animals.

PLR 20. Apply modern scientific and professional knowledge in educational and scientific work.

As a result of studying the discipline, the student should:

8.1. Know:

- regulatory and legal acts, documents of the Ministry of Health and the Ministry of Education and Science of Ukraine;
- methods of communication and interpersonal interaction, teamwork;
- techniques of expressive public speaking and basic methods of verbal clarity;
- criteria for evaluating speech;
- the algorithm for preparing a speech topic and delivering a speech;
- non-verbal (paralinguistic) means of effective communication.

8.2. Be able to:

- improve one's own oral speech techniques (diction, voice sound, intonation, etc.);
- be able to conduct a detailed monologue (lecture) on professional issues;

- master modern methods and techniques of communication;
- master ethical principles of monological and dialogical public speaking;
- effectively search for information sources and process materials based on correct argumentation;
- be able to communicate effectively based on the conceptual apparatus of communication theory, techniques for building and maintaining effective communication using basic rhetoric and non-verbal means of effective communication;
- find the best means of persuasion regarding the subject of speech and correct argumentation of ideas;
- presenting the results of one's research work in the form of reports, abstracts, articles, scientific reviews, using modern means of presentation;
- developing one's own style of scientific and pedagogical activity and professional communication based on self-knowledge;
- reasonably present scientific information and conclusions to an audience of specialists;

8.3. Demonstrate:

- the ability to analyse the nature, structure and types of communication processes, determine their role in professional activity and social interaction;
- the ability to characterise the historical stages of communication development and explain their impact on contemporary forms of communicative activity;
- the ability to engage in effective verbal interaction, taking into account the norms of speech culture, persuasive argumentation and the requirements of public speaking;
- the ability to interpret non-verbal means of communication and use them in interpersonal and intercultural interaction;
- the ability to apply reflective techniques to analyse one's own communicative behaviour, particularly within the context of social perception;
- the ability to demonstrate developed communicative competence as a combination of knowledge, skills and reflective abilities;
- the ability to recognise the specifics of pedagogical, family, medical and organisational communications, as well as to choose appropriate styles and means of their implementation;
- the ability to organise effective communicative interaction in various social contexts (educational, medical, managerial, family, military);
- the ability to apply strategies and tactics of professionally oriented communication, in particular in medical discourse and team management;
- the ability to constructively resolve conflicts in educational, family, military and organisational environments;
- the ability to implement reflective, critical and discursive communication as important tools of professional activity;
- the ability to take into account the psychological factors of leadership and management in the process of organising communicative activity;
- the ability to adhere to ethical standards, principles of communicative culture and tolerance in interpersonal and professional interactions.

9. INFORMATION CONTENT OF THE ACADEMIC DISCIPLINE

Description of each module of the discipline:

9.1. Specific objectives of studying the module (content modules).

MODULE 1. BASICS OF COMMUNICATION THEORY

Content module 1. Communication theory as a science. Types of communication

Specific objectives:

- To master the system of knowledge about the nature, structure and types of communication processes, their role in professional activity and social interaction.
- Form an understanding of the historical stages of communication development.
- Develop skills for effective verbal interaction, including the culture of speaking, listening, argumentation and public speaking.
- To learn the specifics of non-verbal means of communication and their role in interpersonal and intercultural interaction.
- To develop reflective skills as a mechanism of social perception, in particular communicative, intellectual, cooperative and personal reflection.

- Develop the ability to consciously use cultural values in the process of intercultural communication and professional activity.
- To foster national and intercultural tolerance based on knowledge of the characteristics of communication in different cultural contexts.
- To form communicative competence as an integral characteristic of personality, combining knowledge, skills and reflective abilities.

Content module 2. Characteristics of interpersonal communication

Specific objectives:

- To develop knowledge about the specifics of pedagogical, family, medical and organisational communications, their functions, styles and means of implementation.
- To master the concept of communication as a mechanism for regulating interpersonal, group and professional relationships, as well as a resource for psychological support and rehabilitation.
- Develop the ability to communicate effectively in different social contexts.
- Acquire knowledge about the strategies and tactics of professionally oriented communication, particularly in medical discourse and team management.
- Develop the ability to constructively resolve conflicts in educational, family, military and organisational environments.
- Master the skills of reflective, critical and discursive communication as tools for professional activity.
- Form knowledge about the psychological factors of leadership and management, their connection with communication processes.
- Develop the ability to apply communicative culture, tolerance and ethical norms in interpersonal and professional interactions.

Content module 3. Features of professionally oriented communication

- To develop students' knowledge of communication strategies and tactics in medical discourse (doctor-patient), their features and conditions for effectiveness.
- Develop the ability to use speech etiquette and speech acts in professional communication.
- Teach students to recognise and overcome communication barriers in individual and group communication.
- To familiarise students with the types and stages of communicative behaviour, the norms of general cultural and professional communication.
- Develop skills in analysing the structure and dynamics of small groups, determining roles and leadership functions in group interaction.
- Develop the ability to apply communication strategies in a management context.
- Form an understanding of leadership as a factor in team effectiveness, familiarise students with different styles of leadership and management.
- Develop the ability to offer constructive criticism and participate in discussions, adhering to the rules and culture of professional communication.
- To familiarise students with the concept and functions of scientific communication, its role in the development of science and professional activity.
- To develop intercultural communication skills as an important component of the professional activities of a doctor and future psychologist.

9.2. Thematic structure of the module (content modules).

MODULE 1. BASICS OF COMMUNICATION THEORY

Content module 1. Communication theory as a science. Types of communication

Topic 1. The nature and structure of the communication process.

Concepts of communication theory categories. General structure of communication theory. Communication as a human need. The concept of affiliation. Definition of communication in socio-psychological literature. The connection between the concept of "communication" and "professional activity". "Subject-object" and "subject-subject" relationships in the communication process. Levels of communication: "individual-individual", "individual-group", "group-society". Types of communication. Applied models of communication. Personality in the communication process. The relationship between personality and society. Social relations. Interpersonal relations. Social relations. Loneliness. Attraction. Emotional isolation.

Topic 2. Types of communication. The concept of a communication channel. Historical stages of communication development. Evolution of communication channels. Means and forms of communication. The concept of rhetoric. Natural communication channels. Non-verbal (non-verbal) and verbal (verbal) communication channels. Imitation, management, dialogue. Formation of language ability. Sign systems: optical-kinetic, extralinguistic, paralinguistic, visual communication, proxemics. Artistic communication

channels. Documentary communication. Electronic communication. Forms of communication: conversation, telephone conversation, negotiations, meetings. Ethnocentrism. Customs, rituals, prescriptions, beliefs, ideas of the people. Culture of speech. Levels of culture. Conscience, goodness, duty, honour. Gender characteristics of communication.

Topic 3. Verbal communication. Developing speaking skills. Functions of speech: instrumental, expressive. Speaking, listening. Components of verbal communication. Speaking. Culture of speech. The art of expression. Listening. Culture of listening. Critical listening. Empathetic listening. Speaking. Monologue. Dialogic unity. Types of dialogues. Speech model. Types of monological statements: short message, story, description. Persuasion. Techniques of public speaking. Stages of learning dialogic and monological speech. Features of public speaking.

Topic 4. Non-verbal communication: specifics, sphere of interaction. Classification of non-verbal means of communication. Sign systems: optical-kinetic, extralinguistic, paralinguistic, visual communication, proxemics. Intercultural communication, gesture, symbol, symbolic interactionism. Facial expressions. Visual communication. The meaning of gestures, distance between interlocutors. Foreign gestures. The meaning of sounds and smells in communication. The olfactory system. Human posture, head position. Features of non-verbal means of communication in different countries.

Topic 5. The role of reflection as a mechanism of social perception. The concept of reflection as a mechanism of social perception. The structure of professional reflection. Types of reflection: communicative, intellectual, cooperative, personal. Reflective ability. Reflective listening. Non-reflective listening. Reflective questions. Phenomenological characteristics of reflection. The function of improvement. Awareness of the course of reflective processes. Levels of the reflective process: behavioural, affective, cognitive. Methods of developing reflection.

Topic 6. The essence of cultural values and their place in intercultural communication. Formation of the concept of "value". Views of socio-philosophical literature on the nature of cultural values of communication. The concept of intercultural communication. Interaction of cultures. Theory of communicative action. Development of communicative competence. National tolerance. Features of communication culture: individualistic and collectivist. E. Hall's theory of high and low contextualised cultures. Problems of communication culture.

Content module 2. Characteristics of interpersonal communication

Topic 7. Pedagogical communication. Features of pedagogical communication. Pedagogical communication. Object and subject of pedagogical communication. Professionalism in communication. Styles of pedagogical communication. Functions of pedagogical communication. Conflicts in the pedagogical community. Means of pedagogical communication. Methods of communicative influence in the pedagogical space.

Topic 8. Family communication. The concept of the communicative function of the family. Social factors of the crisis of the modern family and problems of optimising marital and family relations. Trends in the development of the modern family. The influence of communication on the upbringing of children. The concept of constructive interaction. Causes of interpersonal communication disorders in the family. Conflicts in the family and ways to resolve them. Family and gender. Formation of intra-family communication. The concept of "open communication".

Topic 9. Communication as a resource for the psychological rehabilitation of military personnel, combatants and persons of equivalent status. Features of interpersonal communication among combatants in micro- and macro-society. Interpersonal interaction as a resource for psychological rehabilitation. Psychological features of communication with relatives and combatants. Psychological factors in optimising family communication among ATO participants. Features of the behaviour of military personnel and combatants in conflict situations. Stages of conflict resolution. The role of communication in harmonising the "self-image" of war veterans with their current social and personal situation (injuries, disability, etc.). The concept of a cognitive model of life activity.

Content module 3. Features of professionally oriented communication

Topic 10. Communication strategies and tactics in medical discourse. Medical discourse. The "doctor-patient" communication sphere. Speech etiquette. Speech acts. Communication strategy. Communication tactics. Dialogue optimisation strategy. Diagnostic strategy. Treatment strategy. Recommendation strategy. Organisational and etiquette tactics. Tactics for establishing contact. Tactics for questioning. Tactics for repetition. Tactics for positive evaluation. Personality traits of a doctor as the main factor in communicative behaviour. Emotionality of a doctor's behaviour. Tolerance of a doctor's behaviour.

Topic 11. Communicative behaviour and communicative resources. The communication process. Communicative behaviour. Norms of communicative behaviour: general cultural, situational, group, individual. Stages of communication. Communicative barriers. Communicative resources. Types of

communicative resources. Communicative competence of the individual. Communication style. Communication role. Speech behaviour. Basic techniques for developing communicative competence.

Topic 12. Structure and dynamics of communication in a small group. Social communication. Small group structure. Group communication structure. Types of communication structures. Communication channels for information dissemination (communication networks). Types of communication networks: centralised, decentralised. Functions of group communication. Group status. Group composition. Communication dynamics. Small groups: concept, characteristics, typology. Leader in a small group. Small social group: understanding, classification. Structure of group psyche. Factors influencing the process of small group cohesion. Forms of influence in a social group.

Topic 13. Communication as a function of team management. The content of the communicative function. Types of communication in an organisation. Verbal and non-verbal communication. The structure of verbal communication. The goals of communication in an organisation. Functions of communication (informative, motivational, control, expressive). Aspects of communication. Communication barriers at the organisational level. Information support for the management process. The role and place of communication in the management context. Strategies and tactics of the communication process in an organisation. Conditions for effective teamwork. Interpersonal communication links and the effectiveness of personnel management. Improving the effectiveness of interpersonal communication.

Topic 14. The essence of leadership and its main features. The concept of leadership. Characteristics of the basics of leadership. Typology of leaders. Types of relationships in leadership. Qualities of a leader. Management and leadership styles. The concept of leadership behaviour. Situational leadership. Types of leadership: business, emotional, situational. The difference between leadership and management. Formal and informal leadership. The importance of leadership for management effectiveness. Traditional concepts of leadership. Concepts of situational leadership. The role of leadership in ensuring the effectiveness of strategic management. Leadership and management in an organisation. Psychological factors in the formation of leadership qualities in future specialists.

Topic 15. The art of criticism. The concept of criticism. The tasks of criticism. Types of criticism (criticism of the thesis, criticism of arguments, criticism of form). Criticism as an art. Stages of criticism. Ways of presenting criticism. Forms of criticism: encouraging criticism, reproachful criticism, hopeful criticism, analogical criticism, praiseful criticism, impersonal criticism, surprised criticism, ironic criticism, warning criticism. The art of criticism according to V. M. Pankratov and O. M. Pankratov. The role of non-verbal signals in criticism. Criticism as a necessary element of management.

Topic 16. Rules for conducting a discussion. The concept of discussion. Signs of discussion. Basic rules for conducting a discussion. Stages of preparing and conducting a discussion. Methods for conducting discussions. Problem (question). Forms of organising a discussion. Types of listening to a discussion. Culture of speech during a discussion. Analysis of a discussion. The concept of a group discussion. Thesis and antithesis in a discussion. The role of discussion in modern life. Features of conducting educational discussions. Discussion as a type of argument. Debate as a popular form of discussion.

Topic 17. Scientific communication. Basic concepts of science. The concept of scientific communication. Scientific communication as a component of professional activity. Information society. Scientific community. Scientific journal. Basic elements of communication. Classification of scientific communication. The concept of the scientific community as a means of self-organisation of science. Methodological and sociological significance of scientific communication. Functions of scientific communication. Means of scientific communication. Criteria for analysing means of scientific communication. Informal communication. Secondary information scientific communication. Scientific communication in the digital age. Current trends in scientific communication. Research activity and scientific communication.

Topic 18. Principles of forming intercultural communicative competence. Intercultural competence. Communicative competence. Sociocultural competence. Intercultural communication. Intercultural communication. Principles of forming intercultural competence. Tasks of intercultural competence. Multicultural space. Levels of intercultural competence development. Skills that characterise each level of intercultural competence: comparative, interpretative, strategic, empathetic. The problem of developing intercultural competence. Components of developing intercultural competence. The relevance of developing intercultural competence in future doctors. The problem of developing a multilingual and multicultural personality in young people.

10. STRUCTURE OF THE ACADEMIC DISCIPLINE

Names of content modules and topics	Total	Number of hours			
		including			
		Classroom		SRC	Individual work
		Lectures	Practical classes		
1	2	3	4	5	6
Module 1. Fundamentals of communication theory					
<i>Content module 1. Communication theory as a science. Types of communication</i>					
Nature and structure of the communication process	2	-	2	-	Preparation of a review of scientific literature, a report, an essay, completion of a creative task
Types of communication	2	-	2	-	
Verbal communication. Developing speaking skills	2	-	2	-	
Nonverbal communication: specifics, sphere of interaction	2	-	2	-	
The role of reflection as a mechanism of social perception	2	-	2	-	
The essence of cultural values and their place in intercultural communication	2	-	2	-	
The origins and evolution of public communication: from ancient times to the present day.	6	-	-	6	
Applied models of communication in domestic and European sociology (M. Bakhtin, Y. Lotman, Z. Freud, J.-G. Lévi-Strauss, M. Foucault, etc.)	6	-	-	6	
Semiotics. Syntax, semantics, pragmatics, their connection with communication theory	6	-	-	6	
<i>Total for content module 1</i>	30	-	12	18	
<i>Content module 2. Characteristics of interpersonal communication</i>					
Pedagogical communications. Family communications	2	-	2	-	Preparation of a review of scientific literature, a report, an essay, completion of a creative task
Communication as a resource for the psychological rehabilitation of military personnel, combatants and persons of equivalent status.	2	-	2	-	
Features of indirect communication using modern means of communication	6	-	-	6	
The importance of character traits in communication	6	-	-	6	
Criteria for successful communication	6	-	-	6	
<i>Total for content module 2</i>	22	-	6	18	
<i>Content module 3. Features of professionally oriented communication</i>					
Communicative strategies and tactics in medical discourse	2	-	2	-	Preparation of a review of scientific literature, a report, an essay, completion of a creative task
Structure and dynamics of communication in a small group	2	-	2	-	
Communication as a function of team management	2	-	2	-	
The art of criticism	2	-	2	-	
Rules for conducting discussions	2	-	2	-	
Principles of forming intercultural communicative competence	2	-	2	-	
Scenario theory according to E. Berne	6	-	-	6	
Causal attribution	6	-	-	6	
Models of political communication.	6	-	-	6	
Modern digital communications: features of social networks and the Internet environment.	6	-	-	6	
<i>Total for content module 3</i>	36		12	24	
<i>Total</i>	88				
<i>Credit</i>	2				
TOTAL HOURS	90	-	30	60	

11. THEMATIC PLAN OF PRACTICAL (SEMINAR) CLASSES

No No	Topic	No. Hours
Content module 1. Communication theory as a science. Types of communication		
1.	Nature and structure of the communication process	2
2.	Types of communication	2
3.	Verbal communication. Development of public speaking skills	2
4.	Non-verbal communication: specifics, sphere of interaction	2
5.	The role of reflection as a mechanism of social perception	2
6.	The essence of cultural values and their place in intercultural communication	2
Content module 2. Characteristics of interpersonal communication		
7.	Pedagogical communication. Family communication	2
8.	Communication as a resource for the psychological rehabilitation of military personnel, combatants and persons of equivalent status	2
Content module 3. Features of professionally oriented communication		
9.	Communicative strategies and tactics in medical discourse	2
10.	Structure and dynamics of communication in a small group	2
11.	Communication as a function of team management. The essence of leadership and its main characteristics	2
12.	The art of criticism	2
13.	Rules for conducting a discussion	2
14.	Principles of forming intercultural communicative competence	2
	Credit	2
	Total	30

12. THEMATIC PLAN FOR INDEPENDENT WORK

No No	Topic	Quantity Hours
Content module 1. Communication theory as a science. Types of communication		
1.	Origins and evolution of public communication: from ancient times to the present day.	6
2.	Applied models of communication in domestic and European sociology (M. Bakhtin, Y. Lotman, Z. Freud, J.C. Lévi-Strauss, M. Foucault, etc.)	6
3.	Semiotics. Syntax, semantics, pragmatics, their connection with communication theory	6
Content module 2. Characteristics of interpersonal communication		
4.	Features of indirect communication using modern means of communication	6
5.	The importance of character traits in communication	6
6.	Criteria for successful communication	6
Content module 3. Features of professionally oriented communication		
7.	Scenario theory according to E. Berne	6
8.	Causal attribution	6
9.	Models of political communication	6
10.	Modern digital communications: features of social networks and the Internet environment.	6
	Total	60

13. LIST OF INDIVIDUAL TASKS

- Preparation of a report on a problematic topic with a presentation based on materials from recent conventions, congresses, and conferences.
 - Writing and defending a methodological development of a practical lesson, instructions for independent preparation for a practical lesson, instructions for organising independent extracurricular work; participation in conferences of young scientists.
1. Anthropogenesis and social communication.
 2. Communicative competence in the system of professional training of doctors.
 3. Basic elements of communication.
 4. Models of mass communication.
 5. Applied models of communication.
 6. Censorship as a tool of communicative violence.
 7. The role and place of communication in a managerial context.
 8. Communication in ancient civilisations.
 9. Book printing and the beginning of a new era of communication.
 10. Electronic communication and modern multimedia communication culture.
 11. Media-centric and socio-centric theories of communication.

12. Methodological and sociological significance of scientific communication. Functions of scientific communication.
13. Theories of mass society, propaganda and mass communication.
14. Concepts of the information age and research into new media.
15. Contemporary trends in communication: globalisation, demassification, conglomeration, convergence.
16. Linear models of communication (H. Lasswell, C. E. Shannon, R. Jakobson, Y. Lotman).
17. Lotman).
18. Interaction models of communication (M. Bakhtin, R. Wart, G. Shpet).
19. Transactional models of communication (W. Schramm, M. Mescon, T. Newcomb, S. Baker, F. Denes).
20. Features of document communication.
21. Pragmatics of communication in small groups.
22. Forms of business communication in organisations.
23. Oral business public communication.
24. Presentation as a modern form of public communication.
25. Linguistic and cultural aspects of intercultural communication

14. TASKS FOR INDEPENDENT WORK

Task No. 1. Designing multimedia presentations

Multimedia presentations are designed in accordance with the thematic plan for independent work in the academic discipline. Presentations must be designed in Ukrainian.

Requirements for the development of multimedia presentations:

1. Title of the presentation topic.
2. Contents
3. Main material.

For each point of the plan (content):

- Key concepts (no more than 3).
- Main theses.
- Interesting and accessible information relevant to the stated topic.
- 4. List of sources used (3-5 sources).

Task No. 2. Compiling tables for each topic.

Task No. 3. Maintain a glossary of key psychological terms for each topic.

15. METHODS AND FORMS OF ASSESSMENT (including criteria for evaluating learning outcomes)

The following factors are taken into account when assessing the applicant's performance during the semester:

- attendance at classes;
- active and productive participation in practical classes;
- familiarisation with basic and additional literature;
- timely submission of independent study assignments, individual work, content modules and final assessment (test).

In the process of studying the academic discipline "Basics of Communication Theory," the following forms and methods of assessment are used:

Initial – assessment of students' knowledge is carried out mainly in oral form at the beginning of the course or before studying a new topic in order to determine the general level of knowledge.

Ongoing assessment is conducted to determine the level of knowledge and skills of postgraduate students on the topic of the practical class. It includes oral questioning, tests and creative tasks. Ongoing assessment in practical classes is conducted to determine readiness for classes in the following forms:

- questionnaires (quick questionnaires) and testing (selective or frontal) of theoretical knowledge and practical skills.
- frontal verification of readiness for the class;
- written answers to specific questions of the practical class;
- test control.

Interim – has two target functions: checking the assimilation of the main theoretical provisions of the academic discipline "Basics of Communication Theory" and stimulating in-depth study of the programme

material. This type of assessment is carried out on the basis of specially prepared questions, the answers to which indicate not only the quality of knowledge of a particular topic, but also how well the student is able to use theoretical knowledge to perform creative tasks, etc.

Final assessment is carried out in the form of a test based on information about attendance at lectures and seminars, completion of individual work after completing the study of the academic discipline "Fundamentals of Communication Theory" and by answering theoretical questions for the final assessment.

The assessment of current academic activity, final assessment and the discipline as a whole is carried out in accordance with the "Instructions for assessing the academic activity of students at Bukovinian State Medical University in the context of the implementation of the European Credit Transfer System for the organisation of the educational process" (approved by the decision of the Academic Council on 29 May 2014, minutes No. 9).

The final assessment of the module in the academic discipline "Basics of Communication Theory" is conducted during the 20th practical class after the completion of content modules 1, 2, and 3.

15.1. Form, procedure, methodology and criteria for assessing current academic activity.

During the assessment of the mastery of each topic of the module, grades are given on a 4-point (traditional) scale and on a 200-point scale using accepted and approved assessment criteria. All types of work provided for in the methodological development for studying the topic are taken into account. The student must receive *a grade for each topic*.

The final score for current activities is calculated as the arithmetic sum of the scores for each class and for individual work.

The maximum number of points that students can earn for current activities while studying the module is calculated by multiplying the number of points corresponding to a grade of "5" by the number of topics in the module, adding points for the student's individual assignment, but not exceeding 200 points.

The minimum number of points that a student must earn while studying the module in order to be admitted to the exam is calculated by multiplying the number of points corresponding to a grade of "3" by the number of topics studied in practical classes.

15.2. Form, procedure, methodology and criteria for assessing individual independent work.

Points for individual assignments are awarded only if they are successfully completed and defended. Completing an individual assignment is not mandatory.

The number of points awarded for different types of individual assignments depends on their scope and significance, but does not exceed 11 points. They are added to the total number of points earned by the student in classes during the current academic activity. *In no case may the total number of points for current academic work and the completion of individual assignments exceed 200 points.*

Independent work, which is provided for in the topic along with classroom work, is assessed during the current control of the topic in the corresponding class.

15.3. Conditions for admission to the final assessment.

The final score for current activities is recognised as the arithmetic sum of the scores for each class and for individual work.

The maximum number of points that students can earn for their current activities while studying the module is calculated by multiplying the number of points corresponding to a grade of "5" by the number of topics in the module, adding points for the student's individual assignment, but not exceeding 200 points.

The minimum number of points that a student must earn while studying the module in order to be admitted to the final exam is calculated by multiplying the number of points corresponding to a grade of "3" by the number of topics studied in practical classes.

15.4. Form, procedure, methodology and criteria for assessment during the final assessment.

The assessment of a discipline, the form of final assessment of which is a test, is based on the results of current educational activities and is expressed on a two-point scale: "pass" or "fail". To pass, a student must receive a score of at least 60% of the maximum number of points for the discipline (120 points) for their current educational activities.

16. LIST OF QUESTIONS FOR FINAL ASSESSMENT

16.1. List of theoretical questions for the final module assessment.

1. Communication and personal development.
2. Temporal structure of communication.
3. Perception and assessment of the partner and the situation.
4. Visual psychodiagnostics.

5. The role of emotions in communication.
6. Gender and age-related individual psychological differences in communication.
7. Listening as an active process and its types.
8. Identification and reflection as mechanisms of mutual understanding.
9. Self-affirmation and self-actualisation in communication.
10. Emotional expression and self-expression. Causes of emotional expression disorders.
11. The structure and content of "I-statements".
12. Techniques of public speaking. Appearance, gestures, voice, and artistry of the speaker.
13. Style, culture, artistic content and form of speech. Speech etiquette.
14. The essence and structure of dialogical communication. Types of dialogue.
15. Methods of argumentation.
16. Organisation and conduct of discussions.
17. Psychological assistance and personal development of your partner.
18. Mechanisms of creative communication.
19. The culture of debate.
20. Problems of intercultural communication.
21. The essence of communicative competence of the individual.
22. Problems of structural communication.
23. Problems of communication in interpersonal communication.
24. Medical discourse as a type of institutional discourse.
25. Pragmatic features in doctor-patient interaction.
26. Conflict behaviour of a doctor.
27. The art of polemics.
28. Conflicts in medical teams.
29. Internal speech.
30. Methods and techniques for creative conflict resolution.
31. Communication culture as a means of preventing conflicts and developing interpersonal relationships.
32. Basic rules of politeness.
33. Humanistic and personal orientation of the doctor.
34. Basic functions of doctor communication.
35. Communicative qualities of a doctor.
36. Empathy and reflection in medical communication.
37. Types of verbal psychotherapeutic influences on the patient.
38. The culture of medical communication.
39. Communicative competence of a family doctor.
40. Gender aspects of communication.
41. The role of humour in communication.
42. Barriers to communication.
43. Successful communication.
44. Internet communication etiquette.
45. The main components of the public relations system and their characteristics.
46. Communication – the main factor in the mass communication system.
47. Strategic communication.
48. Taking into account the characteristics of the audience when preparing a speech.
49. Means of linguistic expressiveness.
50. Specifics of manipulative influence.
51. Specifics of business conversation.
52. Values as elements of culture.
53. Political communication.

16.2. List of practical tasks and assignments for the final module assessment.

1. Solving situational problems;
2. Preparation of presentations;
3. Characteristics of technical barriers in communication.
4. Characteristics of interlingual barriers in communication.
5. Characteristics of psychological barriers in communication.
6. Assessment of communication failures.
7. Assessment of emotional states and individual typological characteristics during communication.
8. Assessment of doctor-patient and doctor-nurse communication skills.

9. Filling in tables;
10. Schematic development of the topic;
11. Identification of the features of the "brainstorming" and "case method" techniques.

17. SCHEME FOR CALCULATING AND DISTRIBUTING POINTS

Upon completion of each module topic, grades are assigned on a 4-point (traditional) scale for current academic activity, which are then converted into points depending on the number of topics in the module, as follows:

Module number Number of teaching hours/number of ECTS credits	Number of content modules, their numbers	Number of practical classes	Conversion of traditional grades into points					Minimum number of points*
			Traditional grades				Points for completing an individual assignment	
			"5"	"4"	"3"	"2"		
Module 1 90/3	3 (Nos. 1-3)	14	13.5	11	9	0	11	12

* The minimum number of points that a student must earn for their current academic performance in a discipline in order to be admitted to the final assessment (exam).

The weight of each topic within a single module in terms of points is the same.

The forms of assessment of current academic activity are standardised and include testing of theoretical and practical training.

The final score for current activities is calculated as the arithmetic sum of the scores for each class and for individual work (provided that it has been successfully completed and defended).

The maximum number of points a student can earn for current activities while studying a module is calculated by multiplying the number of points corresponding to a grade of "5" by the number of topics in the module, adding points for individual assignments, but not exceeding 200 points (13.5 points x 14 topics + 11 points for individual work = 200 points).

The minimum number of points for a module that a student must earn in order to be admitted to the final module assessment is calculated by multiplying the number of points corresponding to a grade of "3" by the number of topics in the module, but not less than 120 points (9 points x 14 topics = 120 points).

The grade for a subject, the final assessment of which is a test (differentiated test), is based on the results of current academic activity and is expressed on a two-point scale as "pass" or "fail". To pass, the student must receive a score of at least 60% of the maximum number of points for the discipline (120 points) for current academic activity.

Conversion of the number of points in a discipline into grades on the ECTS scale and on the four-point (traditional) scale

ECTS points are NOT CONVERTED to a four-point scale and vice versa.

Points for the subject for students who have successfully completed the programme for the subject are converted **by the department** into the traditional four-point scale according to the absolute criteria as shown in the table below.

Grade on a 200-point scale	Grade on a four-point scale
From 180 to 200 points	pass
From 150 to 179 points	
From 149 to the minimum number of points a student must earn	
Below the minimum number of points a student must earn	not counted

Students studying at the same faculty, on the same course, in the same speciality, are ranked on the ECTS scale based on the number of points scored in the discipline as follows:

ECTS grade	Statistical indicator
"A"	Top 10% of students
"B"	Next 25% of students
"C"	The next 30% of students
"D"	Next 25% of students
"E"	The last 10% of students

Ranking with grades "A", "B", "C", "D", "E" is carried out **by the dean's offices** for students of the corresponding course and faculty who study in the same speciality and have successfully completed the discipline.

A grade of "F" is given to students who have earned the minimum number of points for their current academic performance but have not received a passing grade. This category of students is eligible to retake the exam.

The grade "F" is given to students who have attended all classroom sessions for the discipline but have not earned the minimum number of points for their current academic performance. This category of students has the right to retake the discipline.

Students who have earned a number of points in the discipline that corresponds to a "fail" grade (according to the dean's office rating of "FX" or "F") are not included in the list of students ranked by the dean's office, even after retaking the exam in the discipline and receiving a "pass" grade. After retaking the exam in the discipline, such students automatically receive a grade of "E" in the dean's office rankings.

The results of the ranking of students in subjects that are completed with a test are not taken into account when calculating scholarships.

18. RECOMMENDED READING

18.1 Basic

1. Dzyana G. O. Communications in Public Administration: Textbook. Lviv: Lviv Polytechnic Publishing House, 2024. 224 p.
2. Zrazhevskya N. I. Theory of Media and Society: Textbook. Kyiv: B. Grinchenko University, 2022. 198 p.
3. Lytvynska, S. V., Prykhodko, O. Yu., Sibruk, A. V., et al. Scientific Communications in Professional Activity: Textbook. Kyiv: Talkom, 2024. 134 p.
4. Savrasova-Vyun, T. Communication Workshop: Teaching and Methodological Manual. Kyiv: B. Grinchenko Kyiv Metropolitan University, 2024. 184 p.

18.2. Supplementary

1. Matsenko L.M. Pedagogy of Family Education. Kyiv, 2015. URL:
2. Ushakova I.M. Psychology of the Family. Lecture Notes. Kharkiv, 2017. URL: http://univer.nuczu.edu.ua/tmp_metod/2067/Konspekt_lekcij_PsS.pdf

2.2. Information resources

1. Website of Bukovinian State Medical University. URL: www.bsmu.edu.ua
2. Website of the Department of Psychology and Philosophy of BSMU. URL: psychology.bsmu.edu.ua
3. The nature and structure of the communication process. URL: <http://journlib.univ.kiev.ua/index.php?act=article&article=2>

3. COMPILERS OF THE STUDENT HANDBOOK (SYLLABUS)

Alla Stepanivna Borysiuk – Doctor of Psychological Sciences, Professor, Head of the Department of Psychology and Philosophy.