

Dear Students,

Below you can find information about **enrollment in an optional subject** and a specialization project for the **second year of the Communication Management** Master's program:

Registration is online and takes place through individual USOS accounts <https://usosweb.uni.wroc.pl> (registration will be active on the day the system is opened).

Please check the enrollment access for optional subjects on your individual USOS accounts.

Please report any problems by sending an e-mail to the following address: rejestracja.dkskw@gmail.com

Please provide: name, major (Communication Management) and student ID number!

Date of verification: 29/09/2022.

Enrollment deadline: 30/09/2022 (from 10am to 11:59pm)

Optional subject to choose (22 people in one group)

COMMUNICATION IN BUSINESS AND IN PROFESSIONAL ACTIVITY Prof. Michał Garcarz 21-DKS-CM-S2-E3-CiB	Multimodal communication Dr Joanna Hardukiewicz-Chojnowska 21-DKS-CM-S2-E3-MC
---	---

COMMUNICATION IN BUSINESS AND IN PROFESSIONAL ACTIVITY

COURSE DESCRIPTION: To successfully proceed with challenges in any today's business and/or professional endeavor, one has to find, understand, and learn language means and techniques of efficient communication leading to achieving the aimed goals, on the one hand, and, on the other hand, the same 'one' has to minimize the threat of derailing communication as such. Today's social studies, psychology and neurolinguistics still lack accurate instruments which would bring us closer to answering the question: "how to avoid miscommunication" (?), and so, we should pay a greater attention to communication obstacles and barriers, as well as to our personal business communication weaknesses to effectively send our message through to the desired addressee(s).

Multimodal Communication

In the process of broadly understood communication, verbal language is usually accompanied by other means, such as gestures in everyday conversations or various visual elements used for example during business presentations. This phenomenon, referred to as multimodality (the application of different modes such as e.g. sounds and images in one text) is becoming more and more popular in the world of contemporary media. Language and image work together to successfully convey messages in advertising, on the Internet websites, on the covers of magazines and in many other texts. In order to create effective utterances that draw the attention, it is important to know how to combine various elements that would allow for transmitting complex, attractive messages in a concise form.

During the course, we will pay attention to different examples of multimodal texts and we will try to find the most efficient methods of combining e.g. words and images. We will discuss authentic examples of multimodal texts from different countries, checking if the rules of creating effective messages of this kind vary depending on aspects such as culture of both its creators and recipients. Students will get familiar with some theoretical aspects that they will later use in group discussions and other exercises in which we will frequently refer to the experience of the participants of the course by paying attention to texts from their home countries. In this way, after completing the course, students will be prepared to work in international environment and they will know how to create texts that attract the attention

Specialization Project 21-DKS-CM-S2-E3-SP (23 people in one group)

Dr. Patrycja Rozbicka

During the course, students will implement a project that will allow them to use the skills and knowledge acquired during their studies. It will be the organization of an international event, image research project or building a strategy for a selected brand. The choice of the topic will be made during the class.

dr Dorota Kokowicz

“Competitive identity of domestic companies”

The specialization project is intended as a continuation of the "Nation branding" course for those students who are interested in deepening this subject.

The final result of this course will be a project consisting in:

1. creating general rules for entrepreneurs from your countries who want to communicate the fact they come from them, and then
2. adapting the communication of a selected company so that it becomes an active player in the process of nation branding in Poland.

The first semester will be devoted to discussing the subject of brand personality generally

- in theoretical and practical aspects. On the basis of practical examples, problems such as brand values, benefits, RTB, insight, as well as methods of personality testing of selected brands will be discussed.

The second semester will be devoted to carrying out researches related to the image of your country in Poland. The next step will be to create guidelines for those entrepreneurs who want to sell in Poland and communicate their country of origin.