Educational Institution
Belarusian State Economics University

APPROVED BY
Rector of
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Registration number №

Communication Design

Programme of Study
for specialty 1-26 80 05 Marketing

2019

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RECOMMENDED FOR APPROVAL:
By Department of Intercultural Economic Communication, Faculty of International Business Communications, Educational Institution Belarusian State Economics University (Protocol № 9 dated 25.04.2019)

Considered and approved at a meeting of the Scientific and Methodological Council of the Belarusian State Economics University (Protocol № __ dated __.__.2019)

EXPLANATORY NOTE

The main **objective** of Communication Design consists in acquiring by students the knowledge of communication as a design object as well as design process and building professional communication in the field of event marketing.

The main **tasks** are:

a)   acquiring knowledge of communication design specifics as an approach to understanding communication in the field of event marketing;

b)   obtaining a skill to choose the speech behavior patterns aimed at successful professional communication;

c)   developing the skills of adequate interpreting both verbal and non-verbal behavior as well as building professional communication.

Communication Design is an optional discipline in the curriculum by the educational establishment Belarusian State Economics University for specialty 1-26 80 05 Marketing, profile Event Marketing (in English)

While studying Communication Design the skills of selecting the adequate verbal behavior patterns as well as proper interpreting different communication situations are being shaped (УК-5).

Communication Design has interdisciplinary nature as long as it touches upon the issues of intercultural communication and marketing included into the content of the discipline Intercultural Communication in Event Marketing.

Upon the completion of the course the students should *know*:

-      specifics of communication design as an approach to understanding communication in the field of event marketing;

-      characteristics and criteria of measuring the success of professional communication;

-      the main verbal behavior patterned aimed at successful professional communication in the field of event marketing.

Capabilities and Competencies (a student should be able to):

-      reveal relevant signs of professional communication;

-      justify the choice of verbal/non-verbal behavior pattern in intercultural communication;

-      find information sources and ways of problem solving, explain communication successes and failures in event organization;

-      measure the effectiveness of communication as well as propose ways of achieving it;

-      build communication of different professional types.

Master:

- skills of applying the right verbal behavior patterns aimed at successful professional communication in different communication situations occurred within Event Marketing.

According to study plan of Educational Institution Belarusian State Economics University, Specialty 1-26 80 05 Marketing, Specialization: Event Marketing (in English) total hours on Communication Design is 108, in-class hours – 56, lectures – 20 hours, seminars – 36 hours.

The main forms of interim attestation are:
- recitation;
- analytical exercises;
- project.

The form of control is credit which includes answering theoretic questions and fulfillment of practical tasks.

CONTENT OF STUDY MATERIAL

Plan of Seminars.
The following units and topics are included into the subject of the study:

Unit I. Communication as a subject matter.
Topic 1. What is communication. Definitions of communication. Communication features main conditions of successful communication. Function and purposes of communication.
Topic 2. Communication as design. Language and interpersonal communication. Technology, interaction and design. Communication as design. Communication as design process.

Unit II. Communication Models.
Topic 3. Major types of communication models. Aristotle's model. Lasswell's model. Claude Shannon and also warren weaver model. Advantages of Shannon and weaver's model. Schramm's model. Semiotics models.
Topic 4. Contemporary communication models. The two-step flow of communication (Lazarsfeld's and Merton's communication models. Clapper's communication models. Mass communication models. The Riley's model. Berlo's s-m-c-r model. Stanford communication model. Pros and cons of different types of communication models. Johari windows. Decide what communication model is the most relevant today. Make a presentation of this model.

Unit III. Communication and Socializing.
Topic 5. Main communication models. Main communication styles. Listening and understanding types. Noise in understanding.

Unit IV. Communication Design as one of Approaches to Communication Understanding.
Topic 6. Language and social interaction as the basis for understanding communication design. Communication vs language. Their relationship.
Topic 7. Activity types and language. Wittgenstein's theory. Activity types. Levinson's activity types and their peculiarities.

Unit V. Nonverbal Communication in Business.
Topic 8. The notion of nonverbal communication in business. Different types of nonverbal communication in business (visual communication, body language or kinesics, gestures, posture, physical appearance, facial expression, touch, proteomics or distance, chronemics or time language, communication through action, symbols, audio communication, paralanguage, calling bell vs ringing bell, audio-visual communication, silent communication, siren). Purposes of nonverbal communication in business.

Topic 9. Advantages of nonverbal communication in business (control, complement, for traffic control, substitute, instant effect, aid to verbal communication, sign or marks of identity, colour as a powerful means of communication, pictorial presentation of mass communication, arousing stronger response, contradict, restate or emphasize, for illiterate people. Disadvantages of nonverbal communication in business (incomplete communication, problem in feedback, quite inactive in some areas, no or less effect after the occurrence, lack of flexibility, grater possibility of exchanging fraudulent message, encoding and decoding problem, differences in nonverbal cues across culture, absence of permanent record, necessity of cultural knowledge, dependency on technology, wide possibility of distortion of message).

Unit VI. Communication Barriers.
Topic 10. Two approaches towards the problems of communication barriers. Types of communication barriers (linguistic barriers, semantic barriers, psychological barriers, emotional barriers, environmental and physical barriers, cultural barriers, organisational structure barriers, attitude barriers, perception barriers, physiological barriers, technological barriers & socio-religious barriers). Ways of overcoming communication barriers (proper organizational policy, employee orientation, facilitating feedback, communication training, improving linguistic knowledge, effective listening, reading and writing, informal relation, using nonverbal communication, knowing the receiver or audience, selecting proper media).

Unit VII. Conflicts.
Topic 11. Types of conflict – four classifications (interpersonal conflict, intrapersonal conflict, intragroup conflict, intergroup conflict). How to resolve conflict – developing positive outcomes. Conflict resolution – effectively handling conflict. Strategies of conflict resolution. Skills vital in conflict resolution. Mediated communication in business. Trends and latest developments in conflict resolution.

Unit VIII. Feedback.
Topic 12. What is feedback. Why feedback is essential for effective communication. Importance of feedback from different viewpoints (collection of information, completion of entire communication process, measuring the effectiveness of communication, improving labour-management relationship, measuring the effectiveness of media, taking proper decision, problem solving, coordination among various departments, getting the reactions of receiver). Channels of censorship. Perception.

Unit IX. Interactive Model of Communication
Topic 13. Interactive communication. Components of interactive model. Interactive model examples. Criticisms of interactive communication. Interactive

model and other models differences. Communications tactics one should be using internally to help their own team. Tools and platforms for ism tactics.

Topic 14. Developing your own interactive campaign.

Unit X. Communications Campaign.

Topic 15. Developing communications campaign: purposes, design, communication principles. What one needs to know to engage in an advertising campaign (objectives, target market, media, campaign timing, frequency, comprehensive creative brief, response mechanism, budget, schedules). Preliminary approbation of communications campaign.

Topic 16. Developing your own communication campaign.

Unit XI. Marketing Communication.

Topic 17. Loyalty. Main loyalty instruments. Company image. Product image. Marketing targets. Target groups.

Topic 18. **Product Promotion.**

Product promotion. Event marketing. Positioning. Different types of scenarios. Rent. Transfer.

STUDY MATERIAL

TOPICS

№	Units	Hours	
		Lectures	Seminars
1	Communication as a subject matter. Communication as design.	2	4
2	Communication models	2	4
3	Communication and socializing.	2	2
4	Communication design as one of approaches to communication understanding.	2	4
5	Nonverbal communication in business.	2	4
6	Communication barriers.	2	2
7	Conflicts.	2	2
8	Feedback.	2	2
9	Interactive model of communication	2	4
10	Communication campaign.	2	4
11.	Marketing communication.		4
	Total	20	36

STUDY AND METHODICAL MAP OF COMMUNICATION DESIGN

Part number	Unit, topic	IN CLASS ACADEMIC HOURS							Other*	Knowledge control
		Lectures	Practical classes	Seminars	Laboratory classes	Individual work (controlled)				
						L	Pr	Lab		
1.	**Communication as a subject matter.** What is communication. Definitions of communication. Communication features main conditions of successful communication. Function and purposes of communication. Communication as design. Language and interpersonal communication. Technology, interaction and design. Communication as design. Communication as design process.	2		4					Handouts. Supportive notes [1-3; 6;7]	Recitation
2.	**Communication models.** Major types of communication models. Aristotle's model. Lasswell's model. Claude Shannon and also warren weaver model. Advantages of Shannon and weaver's model. Schramm's model. Semiotic models. Contemporary communication models. The two-step flow of communication (Lazarsfeld's and Merton's communication models. Clapper's communication models. Mass communication	2		4					Handouts. Supportive notes [1-3; 5-7]	Recitation

	models. The Riley's model. Berlo's s-m-c-r model. Stanford communication model. Pros and cons of different types of communication models. Johari windows. Decide what communication model is the most relevant today. Make a presentation of this model.									
3.	**Communication and socializing.** Main communication models. Main communication styles. Listening and understanding types. Noise in understanding.	2		2					Handouts. Supportive notes [1; 3 , 5]	Recitation
4.	**Communication design as one of approaches to communication understanding.** Language and social interaction as the basis for understanding communication design. Communication vs language. Their relationship. Activity types and language. Wittgenstein's theory. Activity types. Levinson's activity types and their peculiarities..	2		4					Handouts. Supportive notes [1; 3 , 5]	Recitation
5.	**Nonverbal communication in business.** Different types of nonverbal communication in business. Purposes of nonverbal communication in business. Advantages of nonverbal communication in business. Disadvantages of nonverbal communication in business.	2		4					Handouts. Supportive notes [1-3; 5; 10]	Recitation
6.	**Communication barriers.** Two approaches	2		2					Handouts.	Recitation

	towards the problems of communication barriers. Types of communication barriers. Ways of overcoming communication barriers.								Supportive notes [1; 3-5]	
7.	**Conflicts.** Types of conflict – four classifications. How to resolve conflict. Skills vital in conflict resolution. Mediated communication in business. Trends and latest developments in conflict resolution.	2		2					Handouts. Supportive notes [1; 5; 10; 12;15; 16]	Recitation
8.	**Feedback.** What is feedback. Feedback techniques. Importance of feedback from different viewpoints. Censorship sense channels. Perception.	2		2					Handouts. Supportive notes [1-3; 5]	Recitation
9.	**Interactive model of communication.** Components of interactive model. Interactive model examples. Criticisms of interactive communication. Interactive model and other models differences. Communications tactics one should be using internally to help their own team. Tools and platforms for ism tactics.	2		4					Handouts. Supportive notes [1;3-5]	Recitation
10.	**Communications campaign.** Developing communications campaign: purposes, design, communication principles. What one needs to know to engage in an advertising campaign (objectives, target market, media, campaign timing, frequency, comprehensive creative brief, response mechanism, budget,	2		4					Handouts. Supportive notes [1;3; 5; 7]	Recitation

	schedules). Preliminary approbation of communications campaign.									
11.	**Marketing communication.** Loyalty. Main loyalty instruments. Company image. Product image. Marketing targets. Target groups. Product promotion. Event marketing. Positioning. Different types of scenarios. Rent. Transfer.		4					Handouts. Supportive notes [1-5]	Recitation
	Total hours	20	36						**Credit**

INFORMATIONAL AND METHODICAL PART

Literature:
Main:

1) An Integrated Approach to Communication Theory and Research / Ed. by Don W. Stacks, Michael B. Salwen, C. Kristen Eichhorn. – 3-rd ed. – NY : Routledge – 2019. – 590 p.

2) Raposo, D. Communicating Visually: The Graphic Design of the Brand / D. Raposo. – Newcastle upon Tyne, Cambridge Scholars Publishing, 2018. – 213 p.

3) The International Encyclopedia of Communication Theory and Philosophy in 4 volumes / Ed. by Klaus Bruhn Jensen, T. Craig, [and others]. – Chichester : John Wiley & Sons. – 2016. – 4 vol.

4) Davis, M. , Hunt, J. Visual Communication Design: An Introduction to Design Concepts in Everyday Experience / M. Davis, J. Hunt – London, NY : Bloomsbury Publishing, 2017. – 224 p.

5) Advances in Communication of Design: Proceedings of the AHFE 2017 International Conference on Human Factors in Communication of Design, July 17−21, 2017, The Westin Bonaventure Hotel, Los Angeles, California, USA – Ed. by Amic G. Ho – Los Angeles : Springer, 2017. – 153p.

Additional:

6) Aakhus, M. Neither naïve nor normative reconstruction: Dispute mediators, impasse, and the design of argumentation // Argumentation: An International Journal on Reasoning. – Vol. 17. – 2003. – P. 265-290.

7) Aakhus, M., Jackson, S. Technology, interaction, and design // Handbook of language and social interaction / Ed. by K. Fitch and R. Sanders. – Mahwah, NJ : Erlbaum, 2005. – P. 411-435.

8) Aakhus, M. Communication as design // Communication Monographs. – Vol. 74. – 2007. – P. 112 – 117.

9) Aakhus, M. Science court: A case study in designing discourse to man agepolicy controversy // Knowledge, Technology, and Policy. – Vol. 2. –1999. – P. 20–37.

10) Bargiela-Chiappini F. Handbook of Business Discourse / Bargiela-Chiappini F. – Edinburgh : Edinburgh University Press Ltd, – 2000. – 501 c.

11) Burnett, A., Badzinski, D. Judge nonverbal communication on trial : Do mock trial jurors notice? // Journal of Communication. – Vol. 55. – 2005. – P. 209-224.

12)   Clayman, S. E. Footing in the achievement of neutrality: The case of news-interview discourse. // Talk at work / Ed. by P. Drew and J. Heritage. – Cambridge : Cambridge University Press, 1992. – P. 163-198.

13)   Drew, P., Heritage, J. (1992). Analyzing talk at work: An introduction // Talk at Work / Ed. by P. Drew and J. Heritage. – Cambridge : Cambridge University Press, 1992. – P. 3-65.

14)   Greatbatch, D. On the management of disagreement between news interviewees // Talk at work / Ed. by P. Drew and J. Heritage. – Cambridge : Cambridge University Press, 1992. – P. 268-301.

15)   Jacobs, S. Language and interpersonal communication // Handbook of interpersonal communication / Ed. by M. L. Knapp and J. A. Daly. – SAGE : Thousand Oaks, CA, 2002. – P. 213 – 239.

16)   Jacobs, S., Aakhus, M. What mediators do with words: Implementing three models of rational discussion in dispute mediation // Conflict Resolution Quarterly. – Vol. 20. – 2002. – P. 177-204.

17)   Jacobs, S., Aakhus, M. What mediators do with words: Implementing three models of rational discussion in dispute mediation // Conflict Resolution Quarterly. – Vol. 20. – 2002. – P. 177-204.

18)   Levinson, S. C. Activity types and language // Talk at work /Ed. by P. Drew and J. Heritage. – Cambridge : Cambridge University Press, 1992. – P. 66-100.

19)   O'Keefe, B.J. The logic of message design: Individual differences in reasoning about communication // Communication Monographs. – Vol. 55. – 1980. – P. 80 – 103.

20)   Robinson, J. D. Getting down to business: Talk, gaze, and body orientation during openings of doctor-patient consultations // Human Communication Research. – Vol. 25. – 1998. – P. 97-123.

Electronic sources:

21)   Developing   communication   campaign. http://www.cdc.gov/polio/stop/communications.html

22)   Bbc.com

***Methodical recommendations for students' independent work on
Communication Design***

Students' independent work is a vital part of learning the subject matter. It is recommended to devote 2-2,5 hours of individual work to prepare for a 2-hour seminar.

The main focus areas of students' independent work are:

− initial detailed learning study programme;

− learning the proposed list of literature, references on the subject, its availability in the library, finding additional literature;

− preparation for seminars according to the developed plan including study main and additional literature for seminars;

− preparation for the credit.