



Study program: Doctoral Academic Studies in Biomedical Sciences
Name of the subject: COMMUNICATION PSYCHOLOGY
Teacher(s): Vojislava Bugarski Ignjatović, Tatjana Krstić, Nina Brkić Jovanović
Status of the subject: elective
Number of ECTS points: 5
Condition: -
<p>Goal of the subject</p> <p>The main goals of education in Psychology of communication are to introduce students to:</p> <ul style="list-style-type: none"> - basic terms for/about nature, structure, and processes of communication; - principles of perception of others during communication; - characteristics of verbal and non-verbal messages and importance of the listening in public communication; - all types of interviews, their characteristics and methods of conduction; - team communication in small groups and organizations; - characteristics of public performance in an academic setting; - characteristics of mass communication and new technologies; - methods of researching roles and effects of communication in the field of biomedical sciences.
<p>Outcome of the subject</p> <p>After completing this course, the student is expected to demonstrate:</p> <ul style="list-style-type: none"> - knowledge and understanding of the nature, structure and meaning of communication; - knowledge and understanding of contemporary communication skills in the domain of biomedical sciences; - knowledge and understanding of the principles and importance of public performance in an academic setting. <p>After completing this course, the student is expected to:</p> <ul style="list-style-type: none"> - apply the principles of team work; - apply good communication skills during negotiations and conflict resolution; - effectively communicate with different partners from the biomedical domain.
<p>Content of the subject</p> <p><i>Theoretical lectures</i></p> <ol style="list-style-type: none"> 1. Basic elements of communication. Perception of others. Relation between verbal and non-verbal messages. Importance of listening. 2. Nature of interpersonal communication in the context of biomedical sciences. Ethics and communication. Team communication. Conflict resolution. 3. Public communication – public performance, presentation skills. 4. Interview techniques (interviews in health care, strategic interviews, types of questions, nondirective interview techniques). 5. Theoretical models of prediction and changes in health behavior. 6. Communication in organizations and mass communication. Communication with the media. Communication with public experts. 7. New information and communications technology and communication in the domain of biomedical sciences. <p><i>Practical lectures:</i></p> <ol style="list-style-type: none"> 1. Practicing successful implementation of all elements of the communication process. 2. Practicing interviews in the domain of biomedical sciences according to students' field of study. 3. Demonstrating communication skills necessary for a successful public performance in an academic and broader social context.
<p>Recommended literature</p> <ol style="list-style-type: none"> 1. Hargie O. The Handbook of Communication Skills. Routledge, 2006. (selected chapters) 2. Berry D. Health communication. Theory and practice, 2007. 3. Martin LR, DiMatteo MR, editors. The Oxford handbook of health communication, behavior change, and treatment adherence. Oxford University Press; 2013. (selected chapters) 4. Berg M. Health information management: Integrating information and communication technology in health care work. Routledge; 2003. (selected chapters)
<p>Additional literature</p> <ol style="list-style-type: none"> 1. Noble L. Clinical Communication Skills for Medicine, 4th edition. Elsevier, 2018. (selected chapters)

2. McCorry LK, Mason J. Communication skills for the healthcare professional, 1st edition. Lippincott Williams & Wilkins, 2011. (selected chapters)

Number of active classes

Theory: 60

Practice: 45

Teaching methods:

Lectures, interactive teaching, role play

Evaluation of knowledge (maximum number of points 100)

activity during lectures: 10

practical exercises: 20

written exam: 70