**CSK 2206 THE PSYCHOLOGY OF COMMUNICATION**
This course is an introduction to the theory and research of the mental processes of a communicating individual. Topics include how individuals process and remember communicating information, how motivation influences processing of communication and how attitudes form and change.
The course also reviews critically a variety of experimental and survey based techniques for observation of message processing (e.g. signal detection, physiological response, think aloud and thorough listing approaching, modelling of time sequenced processes).

**Course Content:**
What is Psychology?
Influences of Psychology on Communication
Language Conscious and Unconscious
Non-Verbal Communication and Psychology
Rationality:

* Beliefs, patterns, rules
* The ABCD Model
* Beliefs & Expectations
* Ethics in Communication

**Learning Outcomes:**

By the end of the course students should be able to:

1. Appreciate psychological influences on communication
2. Apply the psychology of communication in day to day communication
3. Understand what motivates people to communicate the way they communicate

**Course assessment:**

Extended coursework essay}

Group presentation} = 30%

Test}

Final Comprehensive Examination = 70%

(End of Semester)

**Instruction methods:**

Lectures

Case Studies

Group Discussion and Class Presentations

Activity Research Work

**References:**

Richard Jackson Harris (2009). A cognitive psychology of Mass Communication

Blaine Goss (1994).The Psychology of Human Communication.

McKay Mathew. (2009). Messages: The Communication Skills Book