

**DISCIPLINE DESCRIPTION**  
**"Basics of Communication Design"**

1	Specialized module	"Basics of Communication Design"
2	Specialty	1-28 01 02 "E-marketing"
3	Course of Study	1
4	Semester	2
5	Credit units	3
6	Degree, title, full name of lecturers	Senior lecturer Sechko N.
7	Objectives	<p>Formation of students' general understanding of the specifics the discipline, its subject, main directions and areas of the research, methodological foundations, research methods, basic socio-psychological paradigms, phenomenology, problem areas.</p> <p>Mastering of theoretical knowledge and practical skills in the field of communication design.</p> <p>Acquisition of communication knowledge as an object of design, the design process and the construction of professional communication in the field of marketing.</p> <p>Assistance in identification of basic concepts and categories used in modern psychological theories, formation of professional, research skills and psychological culture.</p>
8	Prerequisites	"Social Psychology", "Psychology of Social Influence"
9	Syllabus	<p>Basics of communication design. Communication as a phenomenon of reality and a subject under study. The concept and essence of the communication process. Objectives and functions of communication.</p> <p>Basics of "communication design". Communication as a phenomenon of reality and the object under study. The concept and nature of communication. Features of communication design as a key for understanding communication in the event marketing field. Communication models. Communication and interaction. Basic communication models and styles. Communication means. Types of listening and comprehension. Comprehension barriers.</p> <p>Communication design as key to comprehend communication. Language and social interaction as a basis for communication design comprehension. The relationship between communication and language. Construction of communication in business discourse. Communication barriers. Image as an integral part of the culture of business communication. Communication in the organization activity.</p> <p>Communication campaign objectives, design, communication principles, pretesting, creation and distribution. Advertising campaign.</p>
10	References	<p>1. Глазычев, В. Дизайн как он есть. 2-е изд., доп. М.: Европа, 2006. 320 с.</p> <p>2. Ковриженко, М.К. Креатив в рекламе. – СПб.: Питер, 2006. – 252 с</p> <p>3. Керман, Х. Flash Web-дизайн. Опыт профессионалов.</p> <p>4. Кирсанов, Д. Веб-дизайн: книга Дмитрия Кирсанова / Д.</p>

		<p>Кирсанов. –СПб.: Символ-Плюс, 2007. - 368 с.</p> <p>5.Маликова, Н.Н. Дизайн и методы социологического исследования. Учеб. пособие. М., 2014.</p> <p>6. Николаева, Ж. В. Основы теории коммуникации: учебно-метод. пособ. для студентов. Улан-Удэ: Изд-во ВСГТУ, 2004. - 274 с.</p> <p>7. Полеухин, А.А. Развитие коммуникативного дизайна. – С.289 -298.</p> <p>8.Розенсон, И. А. Основы теории дизайна. СПб.: Питер, 2004. - 205 с.</p>
11	Teaching Methods	comparative, problematic, dialogue-heuristic, interactive
12	Tuition Language	Russian