

**COURSE DATA****DATA SUBJECT**

**Code:** 33543  
**Name:** Techniques of communication social  
**Cycle:** Undergraduate Studies  
**ECTS Credits:** 4.5  
**Academic year:** 2026-27

**STUDY (S)**

Degree	Center	Acad. year	Period
1311 - Degree in Social Work	Facultat de Ciències Socials	4	First quarter

**SUBJECT-MATTER**

Degree	Subject-matter	Character
1311 - Degree in Social Work	Social communication techniques	ELECTIVES

**COORDINATION**

PINAZO HERNANDIS SACRAMENTO

**SUMMARY**

Social Communication Techniques is a subject attached to the Department of Social Psychology, belonging to Faculty of Psychology of the University of Valencia. It is inserted within the specialty PERSONAL, EDUCATIONAL AND FAMILY SUPPORT (Optional, 4.5 ECTS).

It is linked in a special way with the subjects:

"Psychological activity and human behavior", focused on the study of psychological processes that allow describing, predicting and explaining the cognitive and behavioral activity of the human being; "Psychological development in the life cycle" whose objective is to train students in the relevant knowledge about psychological activity and behavior that characterizes the different stages of the life cycle; "Introduction to Social Psychology" and "Social interaction and communication in social work". Closely related to this objective, the course aims for the student to be able to apply the theoretical contents to different vital and professional fields.



Social Communication Techniques is taught during the fourth year of the Degree in Social Work, having an academic nature as an optional itinerary subject, consisting of 4.5 theoretical-practical credits equivalent to 300 hours of student work. It will take place over 11 weeks and 2 sessions in the classroom, combining teacher presentation, individual and group exercises, seminars, and viewing and commenting on documentaries.

Social workers carry out their professional work with individuals, families, social groups and organizations with needs that require support to learn to manage their daily lives. Communication is a basic tool for social interaction and relationships with others, all of them explained in the subject of Social Communication Techniques.

Social Work professionals have one of their main modes of intervention in the professional relationship. Knowledge and development of skills related to interpersonal, group and public communication and communication is essential for proper professional performance. Social skills, as facilitators of the relationship with others, constitute a resource to be cultivated by the professionals themselves and to be promoted among the clients - recipients of social intervention.

The course program aims to facilitate the student to know and develop the necessary social and communication skills that allow effective and quality professional performance in relation to users and for the student to independently develop the communication skills necessary to communicate with other professionals, groups, collectives and / or entities both orally and in writing.

## PREVIOUS KNOWLEDGE

## RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

## OTHER REQUIREMENTS

Given its optional training nature, there are no prerequisites before taking it.

## COMPETENCES / LEARNING OUTCOMES

### 1311 - Degree in Social Work



Act with autonomy in learning, making informed decisions in different contexts, issuing judgements based on experimentation and analysis, and transferring knowledge to new situations.

Apply intervention strategies in social work with individuals, families, groups, organisations and communities to assist them in making informed decisions about their needs, circumstances, risks, preferred options and resources.

Apply intervention techniques and methods adapted to personal, family and socio-educational needs.

Apply social work methods and models in the interaction with individuals, families, groups, organisations and communities, promoting development and improvement in living conditions, and monitoring and evaluating changes aimed at achieving autonomy and co

Apply strategies for the identification, intervention and assessment in social work in the face of behaviours, contexts and circumstances that create risk situations for individuals, groups and communities.

Apply the attitudes and skills necessary to integrate a gender perspective into professional practice.

Assess needs and possible options to guide an intervention strategy from a social work perspective.

Contribute to the design, development and implementation of solutions that respond to social demands, taking into account the Sustainable Development Goals as a reference.

Contribute to the development of support networks that individuals can access to meet their needs and strengthen planned outcomes.

Contribute to the preparation of meetings and participate in decision-making in order to better defend the interests of individuals, families, groups, organisations and communities.

Contribute to the promotion of growth, development and autonomy of individuals, strengthening interpersonal and group relationship skills based on methodologies linked to social work.

Demonstrate critical and self-critical thinking in the field of the degree programme, considering aspects such as professional ethics, moral values and the social implications of the different activities carried out.

Develop intervention and research projects in social work in the personal, educational and family fields.

Establish professional relationships in order to identify the most appropriate form of intervention.

Formulate the design, development and evaluation of intervention plans with individuals and professionals by coordinating the provision of services to be employed and reviewing the effectiveness of intervention plans with the individuals involved in order

Identify intervention methodologies in social work for interaction, support and resolution of needs and problem situations with individuals, families, groups and communities.

Interpret the information provided by professional practice as a support for reviewing and improving intervention strategies in emerging social situations.

Know how to communicate effectively, both orally and in writing, adapting to the characteristics of the situation and the audience.



Know methods and models of social work for intervention with individuals, families, groups, organisations and communities according to their needs and circumstances.

Know the specific realities, needs and specialised resources aimed at providing personal, educational and family support, with particular attention to children, adolescents and young people, as well as intervention with families and other groups with spec

Learn about the design, implementation and evaluation of social intervention projects.

Reinforce the capacities of individuals, families, groups and communities so that they may act as agents of transformation in the situations in which they live.

Resolve crisis situations by assessing their urgency, planning and developing actions to deal with them and reviewing their results.

Use mediation as an intervention strategy aimed at alternative dispute resolution, in circumstances where this is required.

## DESCRIPTION OF CONTENTS

### 1. THE COMMUNICATION PROCESS: FOUNDATION AND MAIN THEORETICAL MODELS

The first block is presented as an introduction to the basic elements of communication in order to know the essential aspects of the communication process.

- 1-Human communication
- 2-Theoretical models of human communication
- 3-Axioms of human communication
- 4-Cognition and communication

### 2. NON VERBAL COMMUNICATION AND VERBAL COMMUNICATION

#### 1. NON-VERBAL COMMUNICATION (CNV)

- 1.1.Kinesia
- 1.2. Proxemic
- 1.3. Paralinguistics
- 1.4. CNV and emotions. Facial expression

#### 2. VERBAL COMMUNICATION (CV)

- 2.1. Pragmatics of human communication
- 2.2. Communicative competence, pragmatic competence
- 2.3. Implications and speech acts.



### 3. SOCIAL SKILLS: ASSERTIVENESS

1. Social skills. Definition. Typology.
2. Teaching social skills
3. Assertiveness. Definition.
4. Teaching assertiveness. Assertive rights

### 4. PUBLIC SPEAKING TECHNIQUES

1. Techniques for public speaking: the speaker and the auditor
2. Techniques for public speaking: the discourse
3. Techniques for public speaking: the resolution of objections

### 5. COMMUNICATION IN THE PSYCHOSOCIAL INTERVIEW

1. Features and styles of the professional relationship
2. Communication in the helping relationship
3. The professional interview. Types. Steps. Aspects (CV and CNV) to consider

### 6. COMMUNICATION IN GROUPS

- 1-Communication and social interaction
- 2-Intragroup communication. Intergroup communication
- 3-Team communication. Small and large group communication
- 4-Communication and ICT. Communication and social networks.
- 5-Mediated communication and communication support. Alternative communication

## WORKLOAD

### PRESENCIAL ACTIVITIES

Activity	Hours
Theoretical and practical classes	45,00
<b>Total hours</b>	<b>45,00</b>

### NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	1,50
Individual or group project	16,00
Independent study and work	19,00
Preparation of lessons	13,00
Preparation for assessment activities	12,00
Resolution of case studies	6,00



## TEACHING METHODOLOGY

The activity developed in this subject will combine different teaching methodologies depending on the objectives and the diversity of forms of work proposed in it: oral presentations by the teacher (master classes), teamwork in classroom, seminars, and complementary activities.

The sessions will be developed in a dynamic and participatory way.

-PARTICIPATIVE MASTER LESSON. Teaching exhibition:

The teachers' dissertations will be supported by the new ICTs, and by different audiovisual media (Video documentaries).

Through these exhibitions, the teachers will introduce the different didactic units, the sessions that compose the objectives and skills to be acquired and the different group practices.

-PARTICIPATORY DEBATES AND DISCUSSIONS. Group practices:

In each didactic unit group practices of two types will be developed:

a) small group (PG).

b) large group (GG)

-Individual practical exercises

-EXPOSITIVE ACTIVITIES. BY THE TEACHER (EXHIBITION OF TOPICS, SEMINARS); BY THE STUDENT (EXHIBITION INDIVIDUAL OR GROUP WORKS)



-PRACTICAL ACTIVITIES: ROLE PLAYING, CASE RESOLUTION, WORKSHOPS

-INDIVIDUAL AND / OR GROUP PRESENTATION AND / OR VIRTUAL TUTORIZATION

-DEVELOPMENT OF CONCEPTUAL MAPS AND SUMMARY TABLES

-During the course development, the students will exercise in:

Documentation search.

Problem resolution.

Interview techniques.

Thematic exhibitions.

Debate management.

Essay writing and reports.

Critical viewing of audiovisuals: films and documentaries.

## EVALUATION

The purpose of the evaluation of this subject is that the students:

-demonstrate the knowledge of communication techniques acquired

-be able to use communication procedures and techniques, and

-be able to search for information and work with it



The evaluation will take into account:

- The continuous evaluation of the work done by the students throughout the course.
- Carrying out test-type tests aimed at verifying the most specific knowledge.
- The attendance and participation of the students will be valued both in classroom classes, tutorials and complementary activities (seminars, etc.).

The rating system will comply with current legislation.

Taking into account the general criteria established in the design of the studies of the Degree in Social Work, the evaluation (in 1 and 2 call) will be based on:

- Continuous evaluation of the work carried out by the students throughout the course, especially with regard to individual work competencies, the identification of key concepts and processes, as well as the preparation and resolution of exercises and problems. Weighting between 0.0 and 30.0. This activity is mandatory and not recoverable.
- Objective tests type tests that allow evaluating a broad base of knowledge and differentiating at different levels of acquisition of skills and deepening of knowledge. Weighting between 0.0 and 40.0
- Evaluation of practical assumptions. Weighting between 0.0 and 20.0. This activity is mandatory and not recoverable.
- The attendance and participation of the students will be valued both in the classroom sessions, in the tutorials, and in the complementary activities. Weighting between 0.0 and 10.0. This activity is non-recoverable.



Attendance at the Complementary Training Activity approved by the CAT programmed for the course for the itinerary / mention Personal, Educational and Family Support, is part of the evaluation and is an evaluable activity and is considered one of the training activities of Autonomous Work of the Student.

The evaluation of students who have not attended classes during the course (in 1 and 2 call) will be based on:

- Objective test type test.

Weighting between 0.0 and 70% of the total grade

## REFERENCES

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