



COURSE DESCRIPTION CARD - SYLLABUS

Course name

The art of presentation [S1Lot2>SA]

Course

Field of study

Aviation

Year/Semester

4/7

Area of study (specialization)

Air Traffic Organisation

Profile of study

general academic

Level of study

first-cycle

Course offered in

Polish

Form of study

full-time

Requirements

compulsory

Number of hours

Lecture

15

Laboratory classes

0

Other

0

Tutorials

15

Projects/seminars

0

Number of credit points

2,00

Coordinators

dr Agata Branowska

agata.branowska@put.poznan.pl

Lecturers

Prerequisites

Basic knowledge of communication. Can apply the scientific method in solving problems, conducting experiments and drawing conclusions. Knows the limitations of their own knowledge and skills; can formulate questions precisely, understands the need for further education.

Course objective

- Familiarizing students with basic issues related to self-presentation, methods of influencing interlocutors, listeners, viewers, shaping one's own image - Acquiring knowledge and skills necessary for the proper preparation of a public speech, its implementation and appropriate evaluation - Getting to know one's own communication competences related to self-presentation - Improving one's own competence gaps during public speeches - Improving communication coherence between verbal and non-verbal messages during public speeches

Course-related learning outcomes

Knowledge:

1. has the ability to self-educate using modern teaching tools, such as remote lectures, Internet sites and databases, teaching programs, e-books

2. has basic knowledge of the mechanisms and laws governing human behavior and psyche

Skills:

1. is able to organize, cooperate and work in a group, assuming different roles in it and is able to appropriately determine priorities for the implementation of a task specified by himself or others
2. is able to plan and implement the process of his own permanent learning and knows the possibilities of further education (second and third degree studies, postgraduate studies, courses and exams conducted by universities, companies and professional organizations)

Social competences:

1. is able to think and act in an entrepreneurial manner, including finding commercial applications for the created system, taking into account not only the business benefits but also the social benefits of the conducted activity

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Presentation

Program content

1. Basic issues concerning self-presentation, methods of influencing interlocutors, listeners, viewers, shaping one's own image. Methods of proper preparation of a public speech, its implementation and proper evaluation. The art of self-presentation - theory and practice. Communication coherence between verbal and non-verbal messages during public speeches.

Programme content

none

Course topics

1. The essence of self-presentation. Self-presentation techniques. The effect of the first impression - analysis of the phenomenon.
2. Types, goals and stages of preparing public speeches. The main principles of preparing an effective presentation. The art of creating correct multimedia presentations. Presentation techniques.
3. Audience analysis, gaining the involvement of participants.
4. Verbal and non-verbal communication of a professional presenter.
5. Presenter credibility. Building self-confidence during presentations. Engaging the audience during public speaking.
6. Analysis of problems during public speaking. Coping with stress during presentations. The ability to answer difficult questions from the audience.
7. Exerting influence during public speaking. Persuasion and manipulation.
8. Social intelligence, the importance of emotions in interpersonal communication processes.
9. Self-presentation during the employee selection process - job interview.

Teaching methods

Exercise method (subject-based exercises, practice)

Bibliography

Basic:

1. Stewart J. (ed.), Bridges instead of walls. On communication between people, PWN Scientific Publishing House, Warsaw, 2002 (or later editions).
2. Hartley P., Interpersonal communication, Astrum Publishing House, Wrocław, 2006.

Supplementary:

1. Leary M., Impressing others. On the art of self-presentation, Gdansk, 2007.
2. S. P. Morreale, B., H. Spitzberg, J. K. Barge, Communication between people: motivation, knowledge and skills. Transl. P. Izdebski, A. Jaworska, D. Kobylińska; scientific ed. U. Jakubowska. Warsaw, 2007.

Additional:

-

Breakdown of average student's workload

	Hours	ECTS
Total workload	50	2,00
Classes requiring direct contact with the teacher	30	1,50
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	0	0,00