



UNIWERSYTET
IM. ADAMA MICKIEWICZA
W POZNANIU

Self-Presentation and Art of Public Speaking

Educational subject description sheet

Basic information

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|---|---|--|-----------------------------------|
| Study programme Governance of Organizations | | Didactic cycle 2024/25 | |
| Speciality - | | Subject code 31GORS.11N.02347.24 | |
| Organizational unit Collegium Polonicum Słubice | | Lecture languages English | |
| Study level First-cycle programme | | Course type Elective | |
| Study form Full-time | | Block Subjects not assigned | |
| Education profile General academic | | | |
| Subject coordinator | Łukasz Scheffs, Daria Zadrozniak | | |
| Lecturer | Łukasz Scheffs | | |
| Period Semester 1 | Activities and hours • Classes: 30, Graded credit | | Number of ECTS points 6 |

Goals

| Code | Goal |
|------|--|
| C1 | After the course the student will master basics knowledge of interpersonal communication, verbal communication, basics of interpersonal communication and nonverbal communication. |
| C2 | Students will be aware of mechanisms of manipulation of the exerted impression and self-presentation measures in politics. |
| C3 | The student will have practiced presentation as a form of speech and self-presentation. |

Subject learning outcomes

| Code | Outcomes in terms of | Learning outcomes | Examination methods |
|--------------------------------------|--|--|---------------------|
| Knowledge - Student: | | | |
| W1 | Have knowledge of basics of interpersonal communication – verbal communication. | GOR_K1_W01 | Oral colloquium |
| W2 | Have knowledge of basics of interpersonal communication – nonverbal communication. | GOR_K1_W01 | Oral colloquium |
| W3 | Recognize goals, tasks and problems of public speaking. | GOR_K1_W11 | Oral colloquium |
| W4 | Master presentation as a form of speech. | GOR_K1_W11 | Oral colloquium |
| W5 | Have control over emotions during public presentations and other communication situations. | GOR_K1_W11 | Oral colloquium |
| Skills - Student: | | | |
| U1 | Recognize goals, tasks and problems of public speaking. | GOR_K1_U06 | Oral colloquium |
| U2 | Master presentation as a form of speech. | GOR_K1_U06 | Oral colloquium |
| U3 | Create CV and cover letter, master auto presentation in writing. | GOR_K1_U04 | Oral colloquium |
| U4 | Have control over emotions during public presentations and other communication situations. | GOR_K1_U06 | Oral colloquium |
| Social competences - Student: | | | |
| K1 | Master self-presentation: the manipulation of the generated impression. | GOR_K1_K01 | Oral colloquium |
| K2 | Recognize goals, tasks and problems of public speaking. | GOR_K1_K04, GOR_K1_K06, GOR_K1_K07 | Oral colloquium |
| K3 | Have control over emotions during public presentations and other communication situations. | GOR_K1_K04, GOR_K1_K06, GOR_K1_K07 | Oral colloquium |

Study content

| No. | Course content | Subject learning outcomes | Activities |
|-----|---|----------------------------|------------|
| 1. | Basics of interpersonal communication. Verbal communication. | W3, W5, U1, U4, K2, K3 | Classes |
| 2. | Basics of interpersonal communication. Nonverbal communication. | W1, W2 | Classes |
| 3. | Manipulation of the exerted impression. | K1 | Classes |
| 4. | Goals, tasks and problems of public speaking. | W4, W5, U2, U4, K3 | Classes |
| 5. | Presentation as a form of speech. | W1, W3, W5, U1, U4, K2, K3 | Classes |
| 6. | Image, image and self-presentation measures in politics. | W3, W4, U1, U2, U3, K2 | Classes |

| No. | Course content | Subject learning outcomes | Activities |
|-----|--------------------|---------------------------|------------|
| 7. | Self-presentation. | W5, U4, K3 | Classes |

Additional information

| Activities | Teaching and learning methods and activities |
|------------|---|
| Classes | Lecture with a multimedia presentation of selected issues, Case study, Project method, Work in groups |

| Activities | Credit conditions |
|------------|--|
| Classes | <p>The student gets credit, if:</p> <ol style="list-style-type: none"> 1. is present in class (two unexcused absences are possible). 2. passes an oral colloquium. During the colloquium, the student is asked three questions from a predetermined list. Answering at least two questions is essential. <p>Assessment criteria in accordance with AMU in Poznan's grading system:</p> <p>Very good (bdb; 5,0): excellent knowledge, very well mastered skills and well-developed personal and social competences;</p> <p>Good plus (+db; 4,5): in-depth knowledge, well-learned skills and well-developed personal and social competences;</p> <p>Good (db; 4,0): good knowledge, well-learned skills and well-developed personal and social competences;</p> <p>Satisfactory plus (+dst; 3,5): satisfactory knowledge, skills and personal and social competences;</p> <p>Satisfactory (dst; 3,0): basic knowledge, acquired the most important skills and developed basic personal and social competences;</p> <p>Unsatisfactory (ndst; 2,0): unsatisfactory knowledge, uncommon skills and uneducated personal and social competences.</p> |

Literature

Obligatory

1. Aronson E., Wilson T. D., Akert R. M. (1994). Social Psychology: The Heart and the Mind.
2. Collins P. (2012), The Art of Speeches and Presentations: The Secrets of Making People Remember What You Say.
3. Pease B., Pease A. (2007). The Definitive Book of Body Language: The Hidden Meaning Behind People's Gestures and Expressions.

Calculation of ECTS points

| Activities | Activity hours* |
|----------------------------------|---------------------|
| Classes | 30 |
| Preparation for classes | 40 |
| Reading the indicated literature | 40 |
| Preparation for the assessment | 40 |
| Student workload | Hours 150 |

| | |
|------------------------------|------------------|
| Number of ECTS points | ECTS 6 |
|------------------------------|------------------|

* academic hour = 45 minutes

Efekty uczenia się dla kierunku

| Kod | Treść |
|------------|--|
| GOR_K1_K01 | The graduate is ready to ability to critically analyse one's knowledge and available sources and information related to the functioning of the organisation and its environment (political, legal, social, economic), and to extend such sources with expert opinions and scientific publications |
| GOR_K1_K04 | The graduate is ready to ability to demonstrate entrepreneurship, creativity and innovation in one's professional work and public activity |
| GOR_K1_K06 | The graduate is ready to participation in the work of a group developing social projects that take into account legal, economic and political aspects |
| GOR_K1_K07 | The graduate is ready to participation in socio-political life using various media and means of communication |
| GOR_K1_U04 | The graduate can ability to prepare ordinary written papers in Polish and foreign language on political science using specialist terminology and basic theoretical approaches, as well as a variety of sources and studies |
| GOR_K1_U06 | The graduate can ability to develop oral presentations and participate in debates, in Polish and in a foreign language, on topics related to political science; in the course of such debates the person should be able to discuss specific issues in the field of political science and administration, and to present and evaluate various positions |
| GOR_K1_W01 | The graduate knows and understands principles of human activity in a society, in particular as part of political organisation and institution |
| GOR_K1_W11 | The graduate knows and understands knowledge of factors that determine effective social communication, changes in the social communication market and causes, course, scale and consequences of these changes |