

COURSE DESCRIPTION (SYLLABUS)

1.	Course: Self-Presentation Methods
2.	Language of instruction: English
3.	Faculty: Faculty of Biotechnology
4.	Course/module code: 29-BT-S2-E1-EngSPM
5.	Course/module type (<i>mandatory or elective</i>): mandatory
6.	Programme: Medical Biotechnology
7.	Study cycle: 2nd cycle
8.	Year: 1st
9.	Semester (<i>autumn or spring</i>): Autumn
10.	Form of tuition and number of hours: Seminar, 15 h
11.	Name, Surname, academic title: Patrycjusz Śliwiński, MSc
12.	Initial requirements (knowledge, skills, social competences) regarding the course/module and its completion Students must have a good command of English. They should understand the basic assumptions and mechanisms within the scope of communication.
13.	Objectives: The aim of the course is to analyze the practical skills of self-presentation and public speaking. Based on some theoretical texts and historical speeches, the students will have the chance to observe and deliver their own speeches. Moreover, the practical aspect of the course will enable the students to overcome fear, shyness and at the same time develop skills of preparing various types of presentations, including sharing their academic research outcomes, thus being able to make use of rhetorical means smoothly and effectively.
14.	Content: <ul style="list-style-type: none"> • Introduction to the subject. Describing the rules and the requirements. Foundations, basics of theories of communication (Shannon- Weaver, Jakobson, Psychological, Sociological etc) • Verbal and non-verbal communication. Fear and methods of overcoming it. Practical exercises. Visual and audio aids. Audience. Sources. Joking.

	<ul style="list-style-type: none"> • The structure and the technique: story building, quotations, anecdotes, rhetorical means, antonyms, rhyme, alliteration, metaphors, repetition etc. • Types of speeches: self-introduction, informative (research details, person, object, event, place, concept, idea, event), persuasive, special occasion (commemorative speech, narrative speech [family/ values, virtues, culture]), birthday speech, or after-dinner speech (imaginary profession , career, tribute). • Delivering a speech. Analysis. • Media relations. Interviews. 		
15.	<table border="1"> <tr> <td data-bbox="209 495 970 1579"> <p>Learning outcomes:</p> <p>The students:</p> <ul style="list-style-type: none"> • adequately prioritise in order to carry out specific types of presentations; • understand the need for lifelong learning, inspire and organize the learning process for other people; • understand the need for a systematic review of professional literature in order to broaden and deepen his or her knowledge; • think and act in an entrepreneurial manner; • regularly revise the gained knowledge and its practical applications; • efficiently make use of scientific literature in the field of public speaking and self-presentation; read professional literature in English; • show ability in critically analysing and selecting information, especially from electronic resources; • have the ability to prepare oral presentations of the details of research using a variety of different media; • possess knowledge of the current issues prevailing in scientific literature. </td> <td data-bbox="970 495 1423 1579"> <p>Outcome symbols:</p> <p>K_W05,</p> <p>K_K03, K_K01, K_K05, K_K07, K_K08</p> <p>K_U02, K_U03, K_U08, K_U11</p> </td> </tr> </table>	<p>Learning outcomes:</p> <p>The students:</p> <ul style="list-style-type: none"> • adequately prioritise in order to carry out specific types of presentations; • understand the need for lifelong learning, inspire and organize the learning process for other people; • understand the need for a systematic review of professional literature in order to broaden and deepen his or her knowledge; • think and act in an entrepreneurial manner; • regularly revise the gained knowledge and its practical applications; • efficiently make use of scientific literature in the field of public speaking and self-presentation; read professional literature in English; • show ability in critically analysing and selecting information, especially from electronic resources; • have the ability to prepare oral presentations of the details of research using a variety of different media; • possess knowledge of the current issues prevailing in scientific literature. 	<p>Outcome symbols:</p> <p>K_W05,</p> <p>K_K03, K_K01, K_K05, K_K07, K_K08</p> <p>K_U02, K_U03, K_U08, K_U11</p>
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16.	<p>Recommended literature:</p> <ul style="list-style-type: none"> • O’Hair D., Stewart R., Rubenstein H., Speaker’s Guidebook: Text and Reference.3rd ed. New York: Bedford/St. Martin’s, 2007. • Stephen L., The Art of Public Speaking.. 12th ed. McGraw Hill Publishers. Palomar College Customized Edition. • Sprague J., and Douglas S., The Speaker’s Handbook(8th ed.). Belmont: Thomson Higher Education, 2008. • Osborne M., Osborne S., Public Speaking: Finding Your Voice, 10th ed. Pearson 2014. 		

	<ul style="list-style-type: none"> • Fujishin R., <i>The Natural Speaker</i>, 7th ed., Pearson 2011. • King L., Bret G., <i>How to Talk to Anybody, Anytime, Anywhere: The Secrets of Good Communication</i>. Three Rivers Press: 1995. • Smith S., <i>The Everything Public Speaking Book: a Winning Presentation Every Time</i>, Adams Media 2008. • Davidson J., <i>The Complete Guide To Public Speaking</i>, Book Surge Publishing 2007. • Clayton D., <i>Taming and Training your Public Speaking Monkeys. Building Confidence for Public Speaking and Presentations</i>, Hertford: MY Books 2012. 	
17.	<p>Methods of verification of the assumed learning outcomes:</p> <ul style="list-style-type: none"> • Discussing the suggested literature with the students in the classroom. • Individual presentation. • Assessing the presentation and the application of theory. 	
18.	<p>Conditions of earning credits:</p> <ul style="list-style-type: none"> • Reading the texts. • Active class participation. • Delivering an in-class presentation. • Class presence (one absence is acceptable). • Fulfilling all of the above mentioned secures a positive mark and passing the course. 	
19.	Student's workload:	
	Activity	Number of hours for the activity
	Hours of instruction (as stipulated in study programme):	15 h
	Student's own work: <ul style="list-style-type: none"> • preparing for the classes • reading the suggested literature • preparing an individual presentation 	15 h
	Total number of hours:	30 h
	Number of ECTS:	2 ECTS