

Professional Communication And Presentation Skills Training – Komár Zita, BCE

Date: 9:00 – 17.30, 22nd November, 2019

Room: BCE, Building E. (main building), 3rd Floor, Room 333.

Credits: 3 credits

Training leader: Komár Zita, Assistant Lecturer (Institute of Marketing and Media)
zita.komar@uni-corvinus.hu ; komar.zita@gmail.com

Number of participants: max. 8-10 person

Homework: before class!

Registration: <https://forms.gle/urWMf3Zc7xau2MMi7>

General goals & Description

Professional communication and presentation skills training aims to strengthen students' communication and presentation skills throughout the discussion and introduction of persuasive and argumentative techniques used in academic presentations, lectures, conferences and debates. The training focuses on verbal actions (not leaving out of sight the non-verbal aspects) with a special focus on the methods of a successful presentation (e.g. presenting scientific essays, research results, theses and participating professional discussions as well). During the training participants get introduced to the world of public speaking and rhetoric on a twofold basis (covering theory and practice) by actively taking part in in-class exercises (performed in groups, pairs and individually). Students are welcome to share their personal stories, ideas, experiences ect. During the training which heavily relies on student participation and discursive actions.

By the end of the training, students will:

- Become familiar with the making of professional presentations;
- Master a „step-by-step routine” of public speaking and presentation (idea – planning – preparation – presentation);
- Recognize to situations of rhetoric and (scientific) debates;
- Be able to apply the basic argumentative techniques in order to obtain professional communication skills and knowledge in the field of rhetoric and public speaking.

Homework - Preparation for the training as prework:

Each participant should choose and bring in 2 speeches with him/her to the training and show a chosen 1-2 min of each during the first block of the training:

1. a speech you like the most („favourite speech”)
2. and another, that you dislike

Please, don't forget to bring these with you on pendrive (or send the link with the speeches to the lecturer in e-mail on the day before the training!)

SZÉCHENYI 2020



MAGYARORSZÁG
KORMÁNYA

Európai Unió
Európai Szociális
Alap



BEFEKTETÉS A JÖVŐBE

Description

Thematic Module I: „Deep Water”

- Topics: introduction; collection of attributes of successful presentations; introducing the world of public speaking;
- Goals: closer examination and understanding of communicational situations; mastering the presentation of research concepts, academic topics and discursive practices
- Exercises: 3-min interviews and introduction of self (with a twist); introducing the chosen 1-2 min of the favourite speech and another of dislike

Thematic Module II: The Charismatic Speaker

- Topics: characteristics of the charismatic speaker; the speaker-audience relationship; persuasion and influencing techniques; storytelling;
- Goals: presentation and speaking skills development; experience and best-practice sharing, discussion and self-reflection in small groups
- Exercises: storytelling exercise; discussion of persuasive messages; completing self-tests

Thematic Module III: Rhetoric And Argumentation

- Topics: rhetoric and argumentation skills; genres and types of speeches; sources of credibility; types of audiences; reasoning and the sources of argument; persuasion vs manipulation techniques
- Goals: developing rhetorical attitude and presence; building persuasive communication and audience-friendly presentations (creating connections and rapport);
- Exercises: analysis of TED-speeches; discussion of given topics in small groups; pro-con grid

Thematic Module IV: Innovation, Creativity And Personal Style

- Topics: implementation of rhetoric and presentation skills to academic presentations; discovering creative concepts and personal style
- Goals: fine tuning of professional speaking and presentation skills; deeper understanding and analysis of one’s personal and rhetorical goals
- Exercises: making and presenting of an individual concept (plan) of presentation based on a given/choosen topic (e.g. students’ PhD research topics)

Thematic Module V: Closing of the training

- Discussion, feed-back session and Q&A section, completing paper feed-back forms

SZÉCHENYI 2020



MAGYARORSZÁG
KORMÁNYA

Európai Unió
Európai Szociális
Alap



BEFEKTETÉS A JÖVŐBE

Schedule

Module I. (1x90 min.)	09:00-10.45
<i>break</i>	10.45-11.00
Module II. (1x90 min.)	11:00-12:30
<i>lunch break</i>	12:30-13:30
Module III. (1x90 min.)	13:30-15.00
<i>break</i>	15.00-15.15
Module IV. (1x90 min.)	15:15-17.00
Module V. (1x30 min)	17.00-17.30

A) Bibliography (Hungarian)

- Aczél, Petra (2012). Médiaretorika. Magyar Mercurius
- Aczél Petra (2017). Noked van igazad? Érvelés és meggyőzés a gyakorlatban. Budapest: Tinta Könyvkiadó Kft.
- Aczél, Petra (2015). Retorika és kommunikációkutatás. A régi tudomány új nézőpontjai. Magyar Nyelv, 111. évf., 3. szám, pp 311–319.
- Aczél, Petra (2009). Új retorika. Közélet, kommunikáció, kampány. Pozsony: Kalligram
- Adamik, Tamás – Jászó, A. Anna – Aczél, Petra (2004). Retorika. Budapest: Osiris kiadó
- Arisztotelész (1982). Retorika. Budapest: Gondolat
- Barthes, Roland (1997). A régi retorika. In: Thomka Beáta (szerk.): Az irodalom elméletei III. Pécs: Jelenkor. pp. 69-175.
- Bender, John – Wellbery, David E. (2000). Retorikusság: A retorika modern kori visszatérése. In: Szabó, Márton – Kiss, Balázs – Boda, Zsolt (szerk.) Szövegváltozatok a politikára. Nyelv, szimbólum, retorika, diskurzus. Budapest: Nemzeti Tankönyvkiadó. pp. 289-321.
- Cialdini, Robert B. (2009). Hatás - A befolyásolás pszichológiája. Budapest: HVG Könyvek Kiadó
- Cicero, M. Tullius (1987). A szónok in: Cicero válogatott művei. Budapest: Európa Könyvkiadó, pp. 203-286.
- Gallo, Carmine (2010). Steve Jobs a prezentáció mestere - Hogyan legyünk örülten hatásos előadók? Budapest: HVG könyvek kiadó
- Gallo, Carmine (2014). Ted- előadások - Az inspiráló nyilvános beszéd 9 titka. Budapest: HVG könyvek kiadó
- Grant, ADAM H. (2013). Adni és kapni. A siker rejtett dinamikája. Budapest: HVG
- Perelman, Chaim (2018). A retorika birodalma – Retorika és érvelés. Budapest: Tinta Könyvkiadó
- Pratkanis, Anthony R. – Aronson, Elliot (2012). A rábeszélőgépek - Élni és visszaélni a meggyőzés mindennapos mesterségével. Budapest: Ab Ovo
- Retorikai lexikon (2010). Budapest: Pesti Kalligram kft.
- Reynolds, Garr (2017). Prezentáció - Egyszerű ötletek prezentációk készítéséhez és előadásához. Budapest: HVG könyvek kiadó
- Síklaki, István (2008). Szóbeli befolyásolás I-II.: *Nyelv, gondolkodás, kultúra.; Nyelv és szituáció.* Budapest: Typotex kiadó
- Zentai, István (2004). A meggyőzés útjai. Budapest: Neumann kht.

SZÉCHENYI 2020



MAGYARORSZÁG
KORMÁNYA

Európai Unió
Európai Szociális
Alap



BEFEKTETÉS A JÖVŐBE

B) Bibliography (English)

- Aczél, Petra (2016) Virtual Rhetoric. A Theoretical Approach. *Res Rhetorica*, 4/2016, pp. 2-15.
- Akerlof, George A. – Shiller, Robert J. (2015). *Phishing For Phools: The Economics Of Manipulation And Deception*. US New Jersey: Princeton University Press
- Beebe - Beebe: *A Concise Public Speaking Handbook* (4th Edition)
- Billing, Michael (1987). *Arguing And Thinking. A Rhetorical Approach To Social Psychology*. USA: Cambridge, Cambridge University Press.
- Borchers, Timothy. – Hundley, Heather. (2018). *Rhetorical Theory. An Introduction* (2nd Edition). US IL: Waveland Press Inc.
- Bone, Jennifer E. – Griffin, Cindy L. – Scholz, T. M. Linda (2008). Beyond Traditional Conceptualizations Of Rhetoric: Invitational Rhetoric And A Move Toward Civility. *Western Journal Of Communication*. Vol. 72, No. 4, pp. 434-462.
- Burgoon, Judee K. – Birk, Thomas (1990). Nonverbal Behaviors, Persuasion, And Credibility. *Human Communication Research*, Vol. 17, No. 1, pp. 140-169.
- Cicero, M. Tullius (2016). *How To Win An Argument: An Ancient Guide To The Art Of Persuasion (Ancient Wisdom For Modern Readers)*. US: Princeton University Press
- Cwalina, Wojciech – Falkowski, Andrzej – Newman, Bruce I. (2015). Persuasion In The Political Context: Opportunities And Threats. In: Stewart, David W. (Ed.) *The Handbook Of Persuasion And Social Marketing*. USA CA: Santa Barbara: Praeger, pp. 61-129.
- Dillard, J. P. – Shen, L. – Vail, R. G. (2007). Does Perceived Message Effectiveness Cause Persuasion Or Vice Versa? 17 Consistent Answers. *Human Communication Research*, Vol. 33, pp. 467–488.
- Gerzema, John - D'Antonio, Michael (2013). *The Athena Doctrine: How Women (And The Men Who Think Like Them) Will Rule The Future*. USA NY: New York, Jossey-Bass.
- Grant, Adam H. (2013). *Give And Take. Why Helping Others Drives Our Success*. Penguin Book
- Hauser, G. A (2010): *Introduction To Rhetorical Theory* (2nd Edition). US IL: Waveland Press Inc.
- Holtgraves, Thomas - Lasky, Benjamin (1999). Linguistic Power And Persuasion. *Journal Of Language And Social Psychology*, Vol. 18. pp. 196-206.
- Hosman, Lawrence A. (2002). Language And Persuasion (Chapter 19) In: Dillard, J. P. – Pfau, Michael (Eds.) *The Persuasion Handbook: Developments In Theory And Practice*. US CA: Thousand Oaks, SAGE Publications, pp. 371-390
- Hovland, Carl I. – Janis, Irving L. – Kelley, Harold H. (1953). *Communication And Persuasion*. New Haven, Ct: Yale University Press.
- Kruglanski, Arie W. – Thompson, Erik P. (1999). Persuasion By A Single-Route: A View From The Unimodel. *Psychological Inquiry* Vol 10. pp. 83-109.
- Miller, Claude H. (2015) Persuasion And Psychological Reactance: The Effects Of Explicit, High-Controlling Language. In: Schulze, Rainer – Pishwa, Hanna (Eds.) *The Exercise Of Power In Communication – Devices, Reception And Reaction*. UK London: Palgrave Macmillan, pp. 269-287.
- Petty, Richard E. - Cacioppo, John T. (1986). *Communication And Persuasion: Central And Peripheral Routes To Attitude Change*. New York: Springer Verlag
- Soules, Marshall (2015). *Media, Persuasion And Propaganda*. UK Edinburgh: Edinburgh University Press Ltd.