

## Professional Communication And Presentation Skills Training – Komár Zita, BCE

**Date:** 9:00 – 17.30, 06 March, 2020

**Room:** BCE, Building C. (new building), Room C664.

**Credits:** 3 credits

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

**Number of participants:** max. 8-10 person

**Homework:** before class!

**Registration:** starts at 15:00 on 26 February on <https://forms.gle/3UEtnHdf6focYVcR9>

### 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!)

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## 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

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## Schedule

<b>Module I. (2x90 min.)</b>	09:00-10.45
<i>break</i>	10.45-11.00
<b>Module II. (2x90 min.)</b>	11:00-12:30
<i>lunch break</i>	12:30-13:30
<b>Module III. (2x90 min.)</b>	13:30-15.00
<i>break</i>	15.00-15.15
<b>Module IV. (2x90 min.)</b>	15:15-17.00
<b>Module V. (1x30 min)</b>	17.00-17.30

## A) Bibliography (Hungarian)

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## **B) Bibliography (English)**

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