

Subject card

Subject name and code	Art of Self Presentation (Classes), PG_00206692						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2026/2027		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Optional subject group Subject group related to practical vocational preparation		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	1		ECTS credits		2.0		
Learning profile	practical		Assessment form		credit		
Conducting unit	Division of Social and Cultural Communication -> Institute of Media, Journalism and Social Communication -> Faculty of Social Sciences -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Sławomir Siezieniewski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	15		3.0		32.0	50
Subject objectives	1. Teaching students how to build their own image during various types of public appearances.2. Preparing for effective image management.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSMU2_W07] He/she has knowledge of the principles and methods of creating messages appropriate for the field of study. He/she is aware of the function and effectiveness of messages and the principles of professional ethics within the framework of the conducted activity.	Possesses extensive knowledge regarding the design of effective and ethical public speeches.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[DZiKSMU2_K01] Based on his/her own knowledge, he/she is ready to critically evaluate the received content.	They are able to evaluate public presentations given by others.	[SK6] demonstration of practical skills
	[DZiKSMU2_U07] He/she is able to prepare comprehensive oral, written and visual messages. He/she uses terminology specialized for the discipline, based on independently found, analysed, assessed, and selected sources of information, taking into account the achievements of the sciences on social communication and media as well as other scientific disciplines.	He/She can prepare professional presentations (including multimedia ones) using source queries from various subject areas.	[SU2] presentation/project/paper/ report
	[DZiKSMU2_U08] He/she can conduct debates and participate in them, make substantive arguments using his/her own views and the views of other authors, formulate conclusions and create synthetic summaries.	He/She can perform public speaking using elements of verbal and non-verbal communication.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report

Subject contents	1. The Role and Importance of Self-Presentation in Achieving Personal and Professional Success
	a. Rules of First Impressions b. Stress and Methods of Coping c. Verbal Communication - Voice projection - Accent - Speech pace - Voice modulation - Breath control d. Non-Verbal Communication - Eye contact - Gestures and body posture - Space - Consistency of message in verbal and non-verbal spheres
	2. Designing a Speech
	a. Types of Speeches b. Preparing a Speech (substantive, artistic, technical) c. Features of a Speech
	3. Preparing Presentations
	a. Audience Analysis (age, gender, education, and others) b. Formulating Objectives c. Using Technical Aids d. Presentation Structure e. Visual Elements (composition, color, font, illustrations)
	4. Speaking on Camera

	a. Microphone b. Attire c. Makeup 5. Advertising as a Special Type of Presentation		
Prerequisites and co-requisites	basic knowledge in the field of Introduction to Communication Studies		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	level of skill in analyzing facts and drawing independent conclusions, scope of topic coverage, substantive accuracy	51.0%	100.0%
Recommended reading	Basic literature	Bucki, P. (2022). Sapiens Shopping: How and Why We Choose, Evaluate, and Buy / Piotr Bucki. (1st Edition). PWN. Bucki, P. (2017). Let's Talk About Communication: Speak, Write, Present Effectively / Piotr Bucki. Słowa i Myśli Publishing.Kozak, R. (2021). Public Speaking: Business Storytelling: A 4-hour Coaching Session That Prepares You for Any Speech / Robert Kozak. (First Edition). MT Biznes.Barker, A., & Moskal, M. (2020). The Art of Communication: How to Build Trust and Capture Audience Attention / Alan Barker; [translated by: Maria Moskal]. (1st Edition). Lingea Sp. z o.o.Kutnyj, P. (2021). The Art of Self-Presentation and Public Speaking: Live and Online / Przemysław Kutnyj. (1st Edition). Wydawnictwo Naukowe PWN.	
	Supplementary literature	Acker, M., & Jarosz, A. (2022). How to Write to Speak Well: The Art of Writing Public Speeches / Mike Acker; translation: Agnieszka Jarosz. (1st Edition). CeDeWu.Norris, D., & Witkowska, M. (2021). Storytelling (Not Just) in Business: 10 Simple Steps to an Unforgettable Story / Dana Norris; translation: Magda Witkowska. (1st Edition). MT Biznes.Żak, M. (2021). Word by Word, or How to Defend Any Thesis: An Introduction to the Art of Debating and Public Speaking / Martyna Żak. (First Edition). Wydawnictwo Naukowe Scholar.Theobald, T., & Andruszko, R. (2020). The Art of Presentation: Develop Your Public Speaking Skills / Theo Theobald; [translation: Robert Andruszko]. (1st Edition). Lingea Sp. z o.o.Kutnyj, P. (2024). School of Rhetoric: How to Speak Persuasively, Debate, and Write / Przemysław Kutnyj. Onepress.Knaflic, C. N., & Krzyżanowski, K. (2021). Data Storytelling: A Data Visualization Guide for Professionals / Cole Nussbaumer Knaflic; translation: Krzysztof Krzyżanowski. Helion.Acker, M., & Jarosz, A. (2022). How to Speak Without Fear: Overcome Nervousness, Nausea, and Sweats: Speak with Passion and Energy / Mike Acker; translation: Agnieszka Jarosz. (1st Edition). CeDeWu.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	self-presentation job interview product or service promotion presentation with multimedia		

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