



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

THE ART OF AUTOPRESENTATION

### Course

Field of study

Aerospace Engineering

Area of study (specialization)

Level of study

First-cycle studies

Form of study

full-time

Year/Semester

III/V

Profile of study

general academic

Course offered in

polish

Requirements

elective

### Number of hours

Lecture

15

Laboratory classes

0

Other (e.g. online)

0

Tutorials

30

Projects/seminars

0

### Number of credit points

4

### Lecturers

Responsible for the course/lecturer:

dr Joanna Małecka

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dr Joanna Małecka

### Prerequisites

1. The Student knows the basic concepts related to the functioning of the individual in society and his institutions - knows the basic principles of ethics and savoir vivre as well as the principles of spelling and stylistics of the Polish language
2. The Student knows how to analyze and evaluate their own and the other person's behavior - has the ability to perceive, associate and interpret the behavior of public persons 2
3. The Student is able to communicate efficiently in Polish and work in a team, and understands the need to take social responsibility for their own behavior - especially in terms of ethical and cultural behavior (clothing, written and spoken words)

### Course objective

The subject serves to understand the complexity of the issues and the specifics of the art of autopresentation - with an emphasis on learning to prepare it independently and practical application in specific social and professional situations



It is to develop Students' ability to effectively present their own achievements, advantages, plans and intentions, create the first impression, develop the ability to communicate effectively, and also make Students aware of the importance of non-verbal communication, so-called "body language" that strengthens verbal communication and enable the acquisition of knowledge on how to prepare for the recruitment interview

The aim of education is also to learn by Students the rules on which effective self-presentation is based, among others knowledge about the structure of good presentation, its design and implementation in effective and effective ways, the principles of effective communication and techniques of exerting social influence, as well as acquiring the skills of practical use of persuasive, negotiating and argumentative methods

### Course-related learning outcomes

#### Knowledge

1. The Student understands the importance of autopresentation for individual and environmental development - is able to recognize the basic motives of behavior in the interpersonal relationships surrounding him and characterize individually the level of self-esteem
2. The Student has knowledge of the principles of effective communication - can describe and justify the essence of verbal and non-verbal communication in the process of interpersonal communication, as well as during public appearances; has knowledge of the structure of good presentation, its design and implementation - knows and understands the nature and rules of public presentations and speeches, their importance for business institutions and the environment, knows the basic tools and methods used in the field of public speaking
3. The Student knows the basic techniques of social impact - has the knowledge and competence to recognize and name such social phenomena as conformism, reduction of social dissonance; knows the methods of effective communication and techniques for generating social influence

#### Skills

1. The Student has the ability to observe and interpret his own person - he can assess his skills to animate public speaking, prepare presentations for non-verbal behavior such as: body posture, tone of voice, gestures and facial expressions, movement, eye contact and appearance
2. The Student has the ability to conduct effective presentations using modern communication technologies on any topic, and is able to use the knowledge and principles of effective communication in personal and professional life, especially during an interview
3. The Student is able to recognize the methods and techniques of exerting social influence, knows the behavior applied and in accordance with the principles of savoir vivre both in personal life and in business one (appearance, behavior, vocabulary), on the principles of both verbal and written communication (business and private correspondence, rules for writing emails) and basic rules for effective negotiations and effective argumentation



### Social competences

1. The Student is aware of the responsibility, role and importance of self-presentation in creating and shaping the public image (own and others), as well as efficient and effective social interactions, understands the role and meaning of "body language" in effective interpersonal communication, is aware of self-assessment as well as their own areas for development, understands the principles of ethical public behavior
2. The Student is aware of the need to develop their own competences in the field of public speaking, has knowledge of effective supplementing and expanding it in areas of interest (work on the body and voice as professional tools of exerting social influence, learning to control stage fright and other tensions related to public speaking), understands the importance of developing emotional intelligence and creative thinking skills
3. The Student has the necessary competences in the field of public speaking - can plan a public appearance adequate to the ethical expectations of the principals and the auditorium, can effectively communicate in various social situations

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

LECTURES - Formative assessment: active in discussions summarizing individual lectures, giving the student the opportunity to assess the understanding of the problem; optional papers (essay) assigned during the semester. Summative assessment: written exam (to obtain a positive grade, 55% of points are required)

PRACTICE (CALSESSES): Formative assessment: current activity during classes and participation in the discussion; preparing presentations in selected economic areas and its presentation during the classes; tests; written works (essey) based on given books, articles or films; written analysis of case-study; final test). Summative assessment: the arithmetic average of the formative grades with rounding conditions given and placed on the MODDLE platform - inability to getting promotion without a colloquium for a positive grade (min. 55% of points)

### Programme content

1. Social and cultural context of autopresentation behaviors and their consequences. The concept of self-creation. The role and meaning of the art of authentic and false self-presentation. Ars bene dicendi - theory and practice
2. Principles for creating public speaking, types of presentations, multimedia tools and their role in public speaking, structure of public speaking, preparing presentations - selection, layout and arrangement of material
3. Interpersonal communication I (verbal aspects of communication) - the role of verbal communication in autopresentation and effective communication, communication misunderstandings, active listening techniques, basic negotiation techniques



4. Interpersonal communication II (non-verbal aspects of communication) - body language and proxemics of public speaking - the role of non-verbal communication in autopresentation
5. Methods of influence (building a positive self-image and winning people over): click - wrrr, rule of reciprocity, commitment and consistency, social evidence of equity, liking and sympathy, authority, inaccessibility, influence in the blink of an eye, style and wear as a contemporary technique of influence
6. The art of persuading and exerting influence on listeners (persuading, persuading, rhetorical questions, assertive ability to defend one's beliefs, role and meaning: dialogue, discussion, conversation)
7. Principles of savoir vivre in private and business life
8. CV and job interview - preparation for job interview - key recruiter questions, contact questions, opening questions, questions about possibilities and skills, motivation, financial expectations
9. The conduct tactics during the interview, acceptable behavior of the person applying for a job
10. Stress and stage fright - behavior in emotionally difficult situations and under the influence of stress or stage fright, consequences of different styles of coping with stress for health, functioning in socially difficult situations, individual factors affecting the intensity of stress response, "moderators" of stress, control of your states internal and nonverbal messages they send
11. Motivation and commitment - their role and meaning in public speaking, questions, negation and discussion during and after public speaking
12. Assessing and analyzing public speaking (others' and own) - skilful listening as the basis of communication

### Teaching methods

- I. FEEDBACK: Information lecture, Problem lecture, Conversational lecture, Talk, Lecture, Reading
- II. SEARCHING: Case study, Brainstorming, Round table discussion, Discussion - pyramid, Discussion - seminar, Discussion - paper 5
- III. TUTORIAL - PRACTICAL: Auditorium exercises, Demonstration method, Project method, Workshop method
- IV. EXPOSING: Demonstration (film / presentation)

### Bibliography

Basic

1. Cialdini, R. (2016). Influence. The Psychology of Persuasion. USA: Harper Collins Publ.
2. Leary, M. (2017). SELF-PRESENTATION: Impression Management & Interpersonal Behavior. Wesview PR



3. Szmajke, A. (1999). Autoprezentacja. Maski, pozy, miny. Olsztyn: Ursa Consulting.  
<https://docer.pl/doc/nxnx80>

4. Davies, P. (2000). Personal Power: How to Become More Assertive and Successful at Work. Pitakus Books

#### Additional

1. Cialdini, R. (2017). Pre-Suasion. A revalutionary way to influence and persuade. Random Hause

2. Gasparski, W. (2012). Biznes, etyka, odpowiedzialność. Warszawa: PWN

3. Forlicz, S. (2008). Informacja w biznesie. Warszawa: PWE

4. Peale, N.V., Blanchard, K. (2008). The Power of Ethical Management. William Morrow Publisher

5. Morreale, S.P., Spitzberg, B.H., Berge, J.K. (2007). Komunikacja między ludźmi, Warszawa

6. Pisarek, W. (2008). Wstęp do nauki o komunikowaniu. Warszawa

7. Szejnberg, A. (2006). Podstawy komunikacji społecznej w edukacji. Wrocław

#### Breakdown of average student's workload

	Hours	ECTS
Total workload	97	4,0
Classes requiring direct contact with the teacher	61	2,0
Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/exam, project preparation) <sup>1</sup>	36	2,0

<sup>1</sup> delete or add other activities as appropriate