

A COURSE SYLLABUS – DOCTORAL SCHOOL
regarding the qualification cycle from 2024/2025 to 2027/2028

GENERAL INFORMATION ABOUT COURSE				
Course title	PUBLIC SPEAKING			
Name of the unit running the course	Doctoral School at University of Rzeszów			
Type of course (<i>obligatory, optional</i>)	compulsory subject			
Year and semester of studies	year II, semester III			
Discipline	fine arts and art conservation			
Language of Course	Polish/English			
Name of Course coordinator	Agnieszka Dobosz-Bruchnalska, PhD, Professor at the University of Rzeszów			
Name of Course lecturer	Agnieszka Dobosz-Bruchnalska, PhD, Professor at the University of Rzeszów			
Prerequisites	The doctoral student demonstrates diligence and proficiency in describing, presenting and explaining issues in the field of fine arts and art conservation in a comprehensible manner.			
BRIEF DESCRIPTION OF COURSE (100-200 words)				
The subject 'Public Speaking' aims to develop effective communication skills in public situations and to gain confidence when presenting to a larger audience. Doctoral students will learn techniques and strategies that enable them to effectively persuade, engage and influence their audience. The course covers how to structure a speech, choose appropriate means of expression (body language, voice, tone), and cope with stress and stage fright. An important element is working on the ability to adapt the message to different audiences and developing persuasion and rhetoric skills. The classes cover both theoretical foundations and practical exercises, including simulations of real-life presentations.				
COURSE LEARNING OUTCOMES AND METHODS OF EVALUATING LEARNING OUTCOMES				
Learning outcome	The description of the learning outcome defined for the course	Relation to the degree programme outcomes (symbol)	Learning Format (Lectures, classes,...)	Method of assessment of learning outcomes (e.g. test, oral exam, written exam, project,...)
Knowledge (no.)	knows and understands, has knowledge			
P8S-WG1	Knows and understands trends and directions of development in the artistic discipline of fine arts and art conservation, knows current discoveries and artistic achievements in Poland and worldwide in the field of public appearances related to the promotion and distribution of issues in the field of ancient and contemporary art.	P8S-WG	Seminars	oral expression
Skills (no.)	can			
P8S_UK1	Communicate on topics related to the field of art to a degree that enables active participation in the national and international artistic and scientific community. Prepare documentation and organise an individual or collective exhibition, artistic project or other thematic artistic event. Is able	P8S_UK	Seminars	oral expression

	to prepare a text appropriate to the form, including a critical one (self-commentary, main assumptions of the idea and concept of a given artistic project).			
P8S_UK3	Is able to plan, organise and actively participate in scientific conferences and artistic events.	P8S_UK	Seminars	oral expression
P8S_UK4 P8S_UK5	Is able to actively participate in artistic and scientific events by initiating debates and participating in discussions related to the discipline of art or the field of their scientific research, including in a foreign language.	P8S_UK P8S_UK	Seminars	oral expression
P8S_UK6	Uses a foreign language at level B2 of the Common European Framework of Reference for Languages to a degree that enables participation in an international artistic, scientific and professional environment.	P8S_UK	Seminars	oral expression
Social competence (no.)	is ready to			
P8S_KR1	He is ready to conduct creative and scientific activities independently. He is ready to develop and maintain the ethos of creative and research communities while respecting the principles of intellectual property protection.	P8S_KR	Seminars	oral expression

LEARNING FORMAT – NUMBER OF HOURS

Semester (no.)	Lectures	Seminars	Lab classes	Internships	others	ECTS
III	-	6	-	-	-	1

METHODS OF INSTRUCTION

- LECTURES AND MULTIMEDIA PRESENTATIONS,
- PRACTICAL EXERCISES (SIMULATIONS),
- PRESENTATION OF SPEECHES - ANALYSIS OF CASE STUDIES,

COURSE CONTENT

Exercises:

Topic 1: Preparation and structure of an artistic presentation during an exhibition.

- How to plan and construct a presentation that will introduce the audience to the context of the work you are presenting.
- Key elements of the introduction: a brief history of your work, inspirations, the creative process, artistic assumptions.
- How to maintain a balance between information and emotional communication in order to engage the audience.

Topic 2: Interacting with the audience during a public presentation.

- How to respond to questions from guests, reviewers or the media in an authentic and professional manner.
- The art of accepting criticism and feedback: how to remain calm, open and organised when discussing your work.
- Building relationships with your audience: how to connect with and engage your audience with your work.

Topic 3: The role of multimedia in artistic presentations at vernissages and exhibitions.

- How to use multimedia such as films, photographs and presentations to reinforce the message about your own

work.

- Integrating multimedia into your presentation – how to create a coherent narrative with the help of technology.

- Using modern presentation tools – how to introduce interactive elements into your presentation.

Topic 4: Curatorial tours.

- Preparing for a curatorial tour.

- Curatorial tour of your own exhibition.

COURSE ASSESSMENT CRITERIA

The assessment is conducted orally.

Oral assessment – consists of presenting one's scientific and artistic research and providing correct answers to questions asked during the presentation, based on the presented results of scientific research.

Class participation .

A very good grade (5.0) is awarded to a doctoral student who: attended all classes, presented a paper on a selected example of scientific research presentation, answered all questions asked during their presentation, and demonstrated a level of knowledge of at least 90% of the discussed programme content.

A good+ grade (4.5) is awarded to a doctoral student who: was present at all classes, presented a paper on a selected example of scientific research presentation, answered the questions asked during their presentation, and demonstrated a level of knowledge of at least 80-89% of the discussed programme content.

A good grade (4.0) is awarded to a doctoral student who: was present at all classes, presented a paper on a selected example of scientific research presentation, answered questions asked during their presentation, and demonstrated a level of knowledge of at least 70-79% of the discussed curriculum content.

A satisfactory+ (3.5) grade is awarded to a doctoral student who: attended all classes, presented a paper on a selected example of scientific research presentation, answered 2 out of 3 questions asked during their presentation, and demonstrated a level of knowledge of at least 70-79% of the discussed programme content.

A satisfactory grade (3.0) is awarded to a doctoral student who: attended at least one class, presented a paper on a selected example of scientific research presentation, answered 2 out of 3 questions asked during their presentation, and demonstrated a level of knowledge corresponding to 51-59% of the discussed curriculum content.

A failing grade (2.0) is given to a doctoral student who: was not present at the class, did not present their work, or the presented work on a selected example of scientific research presentation did not meet the requirements, gave the correct answer to only 1 out of 3 questions asked during their presentation, and the level of knowledge presented was below 50% of the discussed curriculum content.

TOTAL PhD STUDENT WORKLOAD REQUIRED TO ACHIEVE THE INTENDED LEARNING OUTCOMES – NUMBER OF HOURS AND ECTS CREDITS

Activity	Number of hours
Scheduled course contact hours	6 hrs.
Other contact hours involving the teacher (consultation hours, examinations)	1 hrs.
Non-contact hours – student's own work (preparation for classes or examinations, project, etc.)	22 hrs.
Total number of hours	28 hrs.

Total number of ECTS credits*		1
INSTRUCTIONAL MATERIALS		
Compulsory literature:	<ol style="list-style-type: none"> 1. Carnegie, D. (2019). Jak zdobyć przyjaciół i zjednać sobie ludzi. Warszawa: Studio Emka. 2. Tulis, M. (2018). Wystąpienia publiczne. Praktyczny poradnik dla każdego. Warszawa: Helion. 3. Heath, C. & Heath, D. (2017). Made to Stick: Why Some Ideas Survive and Others Die. New York: Random House. 4. Griffin, E. (2012). Podstawy komunikacji społecznej. Gdańsk: GWP. 5. Sinek, S. (2019). Zaczynij od dlaczego: jak wielcy liderzy inspirują innych do działania. Warszawa: Onepress. 6. Seligman, M. E. P. (2011). Optymizmu można się nauczyć. Poznań: Media Rodzina. 	
Complementary literature:	<ol style="list-style-type: none"> 1. Gallo, C. (2014). Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds. New York: St. Martin's Press. 2. Lucas, S. E. (2020). The Art of Public Speaking. 13th ed. New York: McGraw-Hill Education. 3. Tracy, B. (2018). Mów jak lider. Sekrety skutecznych wystąpień publicznych. Warszawa: MT Biznes. 4. Aristoteles. Retoryka. Warszawa: PWN. 5. Brett, J. (2020). Techniki prezentacji i autoprezentacji. Warszawa: Difin. 6. Covey, S. R. (2020). 7 nawyków skutecznego działania. Warszawa: Rebis. 7. Sapolsky, R. (2010). Dlaczego zebry nie mają wrzodów? Psychofizjologia stresu. Warszawa: PWN. 8. McGonigal, K. (2015). Siła stresu: Jak stres może być dla Ciebie dobry. Kraków: Galaktyka. 9. Łosiak, W. (2007). Psychologia stresu. Warszawa: Wydawnictwo Naukowe PWN. 10. Heszen, I., & Sęk, H. (2022). Psychologia zdrowia. Warszawa: PWN. 11. Kofta, M. (2004). Zmagania ze stresem. Społeczne i osobowościowe uwarunkowania radzenia sobie. Warszawa: PWN. 	

*(1 ECTS CREDIT CORRESPONDS TO 25 - 30 HOURS OF THE TOTAL WORKLOAD OF A DOCTORAL STUDENT, NEEDED TO ACHIEVE THE ESTABLISHED EFFECTS).

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Date and signature of the Course lecturer

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Approved by the Head of the Department or an authorised person