

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

COMMUNICATION SKILLS and PRESENTATION TECHNIQUES

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
COMMUNICATION SKILLS and PRESENTATION TECHNIQUES	PR1250650	Spring Semester	1+2	2	6
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assist.Prof. Gabriela Oana OLARU				
Name of Lecturer(s)	Assist.Prof. Gabriela Oana OLARU				
Assistant(s)	Asst. Prof. Dr. Gabriela Oana OLARU				
Aim	The course objective is to improve students' communicative skills, comprehend rhetoric and effective presentation techniques, and raise students' awareness of how to make a successful presentation by improving their effective communication skills. Attendance of 70% of the course is compulsory.				
Course Content	This course contains; Basics of Communication Process,Interpersonal Communication,Culture and Communication,Nonverbal Communication,Listening,Interpersonal Communication,Preparing a Speech,Presentation Skills,Presentation ,Presentation,Presentation ,Presentation,Presenatation,Presentation.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Masters the basic concepts related to communication.			10, 16, 9	A, D, E	
Defines concepts related to effective presentation and techniques.			10, 16, 9	A, D, E	
The student expresses himself/herself by becoming aware of communication and effective presentation.			10, 16, 9	A, D, E	
Having mastered the field of communication, he/she interprets the concepts using effective presentation techniques.			10, 16, 9	A, D, E	
Have knowledge of presentation techniques from past to present.			10, 16, 9	A, D, E	
Teaching Methods	10: Discussion Method, 16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, D: Oral Exam, E: Homework				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Basics of Communication Process	Reading course notes.			
2	Interpersonal Communication	Reading course notes.			
3	Culture and Communication	Reading course notes.			
4	Nonverbal Communication	Reading course notes.			
5	Listening	Reading course notes.			
6	Interpersonal Communication	Reading course notes.			
7	Preparing a Speech	Reading course notes.			
8	Presentation Skills	Reading course notes.			
9	Presentation	Preparing the presentation			
10	Presentation	Preparing the presentation			
11	Presentation	Preparing the presentation			
12	Presentation	Preparing the presentation			
13	Presenatation	Preparing the presentation			
14	Presentation	Preparing the presentation.			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Aristoteles. (2008). Retorik, Istanbul: Yapı Kredi Yayınları. Lane,Shelley. (2010). Interpersonal Communication: Competence and Contexts, 2nd edition. Owen, Hargie and Dickson, David. (2005). Skilled Interpersonal Communication Research, Theory and Practice. Schwabish, Jonathan. (2016). Better Presentations: A Guide for Scholars, Researchers and Wonks. Course notes