



RTU Course "Presentation Skills"

23101 null

General data

Code	HFL433
Course title	Presentation Skills
Course status in the programme	Compulsory/Courses of Limited Choice; Courses of Free Choice
Responsible instructor	Airisa Šteinberga
Academic staff	Dace Ratniece Jūlijs Muraškovskis Māra Bernande
Volume of the course: parts and credits points	1 part, 2.0 Credit Points, 3.0 ECTS credits
Language of instruction	LV, EN
Annotation	The study course provides knowledge about the types of public speaking, the basic conditions of presentation skills, the factors influencing speech and presentation. In the study course students will be introduced to techniques of overcoming stress, how to work with breath and voice, how to use verbal and non-verbal communication. Knowledge of speech planning, communicative strategies, argumentation, as well as tactics and speech structuring will be provided to ensure that the purpose of the presentation is achieved.
Goals and objectives of the course in terms of competences and skills	The aim of the study course is to successfully develop students' presentation skills. The tasks of the study course: - To provide theoretical knowledge about the conditions and criteria for creating a successful presentation. - To improve knowledge and skills about the importance of verbal, non-verbal communication in presentations. - To develop skills in speech/text creation according to communication goals, audience type and situation. - To promote skills and abilities in information selection, rhetorical analysis, argumentation and substantiation. - To develop the skills and abilities to design a compelling and effective presentation.
Structure and tasks of independent studies	Literature studies. Tasks and tests. Analysis of orator's speech according to given criteria. Preparation of a presentation.
Recommended literature	Obligātā/Obligatory: Hofmanis K.D. Prezentācija un moderācija. Rīga: Zvaigzne ABC, 2005, 128.lpp. Bredberijs E. Izcilas prezentācijas prasmes. Rīga: Zvaigzne ABC, 2008, 139.lpp. Vecvagars M. Darījumu sarunas. Stratēģijas un taktikas. Rīga: Zvaigzne ABC, 2017, 168.lpp. Apele A. Prasme runāt publiski. Rīga: Zvaigzne ABC, 2018, 136.lpp. Papildu/Additional: Fekseuss H. Smalki! Izcilas sociālās prasmes. Rīga: Zvaigzne ABC, 2019, 318.lpp. Veinberga S. Komunikācija. Teorija un prasme. Rīga: Sava grāmata, 2019, 336.lpp. Milēviča I. Veiksmes retorika. Rīga: Burtene, 2019, 256.lpp. Evenden L., Spencer M. Not your usual presentation skills book: stop presenting, start having conversation. The Business Speakeasy, 2019, p.96 Johnson B. Practical presentation skills: authenticity, focus&strength (Business communication pocket guides), Nicholas Brealey Publishing, 2019, p.192 Crick N. Rhetorical public speaking. New York, NY: Routledge, 2017, p.280 Levan K. Speaking with strategic impact: four steps to extraordinary presence&persuasion.UK, Delton Press, 2017, p.152 Fekseuss H. Mākla lasīt domas. Rīga: Zvaigzne ABC, 2017, 280.lpp. Praude V., Šalkovska J. Integrētā mārketinga komunikācija 2. Rīga: Burtene, 2015, 416.lpp. Nelson W. Public speaking secrets for ESL: how to deliver a perfect presentation for ESL students. UK, Create space independent publishing platform, 2015, p.70 Apsalons E. Komunikācijas kompetence: kā saprasties un veidot attiecības. Rīga: Zvaigzne ABC, 2013, 304.lpp. Blānčards K., Boulss Š. Sajūsmināti klienti. ģeniāla pieeja klientu apkalpošanai. Rīga: Zvaigzne ABC, 2013, 160.lpp. Timotijs Dž.K. Uzstāšanās māksla. Rīga: Apgāds Atēna, 2008, 214.lpp. Grīns E. Efektīva personiskā saziņa sabiedriskajās attiecībās. Rīga, Lietišķās informācijas dienests. 2008, 296.lpp. Šiņeļņikovs V. Potēšana pret stresu jeb psihoenerģētiskais aikido. Rīga: Sol Vita, 2004, 194.lpp. Carnegie D. Quick and easy way to effective speaking. London, Vermilion, 1998, p.276.
Course prerequisites	Not necessary.

Course contents

Content	Full- and part-time intramural studies		Part time extramural studies	
	Contact Hours	Indep. work	Contact Hours	Indep. work
History of public speech, the structure and language of speech.	2	2	1	3

Fear as a basic emotion. Stress management. Emotional states and thinking.	3	3	1	3
Types of communication. Communication barriers and obstacles. Verbal and non-verbal communication.	3	4	2	6
Human typologies. Different communication of different types of representatives (perception, attitudes, actions).	3	3	2	6
Public speech, its types. Choice of speech language, style, genre, form.	2	4	1	4
Communication strategies and tactics. Argumentation (structure, types of arguments, argumentation techniques). Laws, levels and errors of speech logic.	3	4	1	4
The essence of the presentation. Preparatory phase. Speech planning. Precise goal setting, content selection, structure creation. Results to be achieved.	2	3	2	6
Types of presentations. Typology of presentations, techniques, advantages and disadvantages of presentation technical means. Presentation design.	2	4	1	6
Social perception in public presentations. Making a first impression.	2	3	1	4
Collaboration with the audience. Attention and attention. Discussion management skills. Tactics and ways to answer audience questions.	3	4	1	4
Preparation of a convincing presentation. Communication and presentation.	2	4	1	6
Presentation skills. Steps of presentation (beginning, the influencing part, end).	3	4	1	6
Analysis of public speech according to criteria (analysis of speech structure, analysis of information perception, energy assessment, feedback methods, speech impact factors).	2	6	1	6
Total:	32	48	16	64

Learning outcomes and assessment

Learning outcomes	Assessment methods
Is able to analyse and determine the factors influencing the presentation and public speech, understands the essence and role of the presentation. Is able to be aware of possible speech obstacles and is able to eliminate them.	Discussions. Tasks. Orator speech analysis.
Is able to use speech enhancing means, effectively use verbal, non-verbal communication.	Practical tasks, role-plays with myths of different situations. Verification test.
Is able to apply presentation skills, establish good contact with the audience providing feedback.	Demonstration. Practical individual and group work.
Is able to prepare a well-structured presentation, present it convincingly and provide reflection or self-assessment of it.	Presentation skills (using digital technologies). Self-assessment analysis.

Evaluation criteria of study results

Criterion	%
Activity in group discussions, exercises, role plays and tasks (in groups)	5
Preparation of examination tests, practical tasks and works (individually)	10
The creation of a presentation, the presentation	40
Analysis of orator's speech	35
Self-assessment analysis	10
Total:	100

Study subject structure

Part	CP	Hours per Week			Tests			Tests (free choice)		
		Lectures	Practical	Lab.	Test	Exam	Work	Test	Exam	Work
1.	2.0	1.0	1.0	0.0	*			*		