



Syllabus of Module

9. Communication Skills

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Module Annotation

In the study of basic communication skills, the focus is primarily on quality presentation skills associated with cultivated speaking. Marginally, we focus on the issue of argumentation procedures in application, especially in the field of commercial negotiations.

The listener should become convinced that language, and especially the spoken word, has infinite possibilities of influencing the environment and communication partners and that its cultivated use is not an insurmountable problem. It is important to realise that communicating at an appropriate prestigious level in any language is as important as knowing social etiquette. The way the spoken word is used completes the overall image of a person.

First topic: Technique of speech

The topic presents and explains the basic techniques of voice formation and articulated speech: breathing, voice tone formation, articulation mechanisms. The topic is presented mainly practically with a minimum of theory.

Second topic Czech as a communication tool

The topic introduces the basic structure and stratification of Czech. It explains the difference in the functioning of written Czech and other structural units of the national language. The differences in passive and active vocabulary, the differences between written and spoken Czech are pointed out. Emphasis is placed on the stylistic stratification of language in order to express oneself adequately to the specific communicative situation.

Third topic: The art of speaking

The topic is oriented in a very practical way. It trains the art of linguistic improvisation in unprepared speeches with the aim of formulating an idea quickly, promptly, accurately and concisely.

Fourth topic: Basic speaking skills

The topic combines a theoretical approach with a practical one, practicing the use of figures of speech. It introduces the basic structure of information and argumentation type presentations. The aim is to master the use of examples, similes, working with rhetorical questions and other speaking options that facilitate the audience's perception of the text.

Fifth topic: What is a presentation and recommended structure

The topic introduces the basic structure of a presentation with regard to the type of presentation – informative or argumentative. Elements that increase the effectiveness of the presentation and the use of aids are pointed out. Emphasis is placed on the linguistic – formulation of the presentation. It addresses the issue of working with nonverbal elements of presentation. The topic is entirely practical. Students present themselves with the aim of communicating clearly and comprehensibly, constructing a clear introduction and conclusion, explaining more difficult issues in an illustrative manner, and respecting the time limit allotted for the presentation.

Sixth topic: Discussion within the presentation

This topic describes how to lead the final discussion in a presentation. It emphasises the need to handle well not only the role of the presenter, but often also the moderator of the discussion itself. Emphasis is placed on the ability to persuade and defend one's own opinion. The work with objections and the typology of possible participants in the discussion in terms of how to work with them are described.

Seventh topic: Types of arguments – theoretical background

This topic introduces the basic types of arguments and their use. The emphasis is on logical arguments and working with them, but the importance of emotions in the process of decision-making and persuasion is also highlighted. Attention is paid to the argumentation fallacy and the common mistakes that occur. Throughout this topic, and the following topics in the area of argumentation and negotiation techniques, there is a constant emphasis on the ability to articulate ideas, opinions and arguments in support of them in language.

Eighth topic: Using argumentation techniques in practice

The topic teaches the prerequisites for an effective presentation. The need to cultivate emotional intelligence and to use "active listening" techniques is emphasised. In more detail, the topic focuses on the practical work with arguments, their selection and order in the debate, as well as techniques for overcoming objections.

Module Objective

In the basic block of the course we pursue two main objectives: Firstly, students learn about the basic levels of spoken Czech (including written Czech) and the basic differences between written and spoken forms of the language. They will also learn about the principles of speech production in terms of clear articulation and quality work with speech modulation so that the speech is interesting and the listeners do not fall asleep. Another goal is to learn how to prepare an interesting and individually unique presentation using familiar speaking techniques – the use of figures of speech, the use of language and its forms, working with media techniques so that the speaker and the speech and its content are imprinted in the memory of the audience. It is good to learn to evaluate yourself in terms of the type of speaker and to adapt the form of presentations accordingly. Students will learn how to prepare a presentation quickly, how to work with the information to be communicated so that it is neither too much nor too little, and how to achieve the effect of complete information while not tiring of details. The aim of the extra-curricular unit on argumentation is to learn how to use standard types of arguments on a theoretical level and, within the time available, to use them in practice. The listener should know how to process the opposing party's objections and arguments so that the hearing goes as expected.

Literature

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