



## Syllabus of Module

# 6. Communication Skills for Real Estate Agents

**Lecturer: Bc. Michaela Jadrná, DiS.**

### Module Annotation

Rhetoric, or the art of speaking and dealing with people, is an integral part of our lives and a certain professional ambition. It is one of the oldest linguistic disciplines, which includes:

- non-verbal expressions (posture, gait, gestures, facial expressions, eye contact, smile...)
- verbal expressions (voice colour, strength, intonation, dynamics, tempo, pause...)
- working with stage fright
- techniques for enlivening speech (ornaments, tropes, figures of speech)
- assertiveness
- conflict situations
- self-reflection

Rhetoric is not only about the art of eloquence and polished speech, but also about the ability to capture and hold the audience's attention. Speaking persuasively, naturally, and having your performance thought out and prepared in advance. It is always important to have a goal, to stick to it and work towards it.

## Module Objective

The objective of the module is to develop communication skills (vocabulary, imagination, quick reactions, commenting, improvisation). The students will learn the rules of correct pronunciation, intonation, dynamics and speech tempo, the principles of animation and professional presentation. Completion of the module will give participants a good basis for proper business negotiations, presentations, public speaking, but also for expressing their thoughts, feelings and wishes in a normal way.

The module includes topics on verbal and non-verbal communication, stage fright, techniques of speech recovery, assertiveness, conflict situations, rhetorical self-reflection.

Rhetoric is the cornerstone of any profession that communicates with people.

## Literature

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**European School of  
Business & Management SE**

Londýnská 376/57, 120 00 Praha 2  
IČ: 29299306, DIČ: CZ29299306

☎ + 420 221 620 232 ✉ info@esbm.cz  
☎ + 420 603 836 740 🌐 www.esbm.cz

