

**Subject card**

<b>Subject name and code</b>	Self-presentation and Public Speaking, PG_00205596						
<b>Field of study</b>	History						
<b>Date of commencement of studies</b>	October 2026	<b>Academic year of realisation of subject</b>				2026/2027	
<b>Education level</b>	Bachelor's studies	<b>Subject group</b>				Obligatory subject group in the field of study Optional subject group	
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>				at the university	
<b>Year of study</b>	1	<b>Language of instruction</b>				Polish	
<b>Semester of study</b>	2	<b>ECTS credits</b>				1.0	
<b>Learning profile</b>	academic	<b>Assessment form</b>				credit	
<b>Conducting unit</b>							
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr hab. Małgorzata Łosiewicz				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	0.0	15.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	15		5.0		5.0	25
<b>Subject objectives</b>	<p>Teaching students to build their own image during various types of public speaking engagements.</p> <p>Preparing for effective image management.</p>						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[HISTL3_W08] Student knows and understands the professional terminology of the historical sciences (also in at least one modern language) as well as the basic terminology of the humanities and social sciences and understands the basic concepts in ancient and/or ancient language found in the sources	He knows how to prepare and present historical issues based on sources using basic terminology from the humanities and social sciences.	[SW1] oral statement/conversation/discussion
	[HISTL3_K02] Is ready to fulfil social obligations, co-organise activities for the benefit of the social environment in the field of education and promotion of the historical and cultural heritage of Poland, region and Europe	He is prepared for educational and promotional presentations on the historical and cultural heritage of Poland, his region, and Europe.	[SK1] oral statement/conversation/discussion
	[HISTL3_U08] Is able to plan and organise his/her work independently acquiring and consolidating knowledge in a structured and systematic manner	He is able to plan and prepare a public speech on a given topic related to history based on conducted source studies.	[SU2] presentation/project/paper/report
	[HISTL3_W11] Knows and understands the basic economic, legal, ethical and other conditions of various professional activities related to history including the basic concepts and principles of industrial property protection and copyright law	In his prepared presentations and speeches, he includes and discusses basic economic, legal, ethical, and copyright concepts related to professional activities in the field of history.	[SW2] presentation/project/paper/report
	[HISTL3_U03] Is able to communicate with the public using specialist terminology specific to historical and related sciences	He can present historical content through self-presentation, public speaking with interaction, and multimedia presentations.	[SU2] presentation/project/paper/report
Subject contents	<p>1. The Role and Importance of Self-Presentation in Achieving Personal and Professional Success</p> <ul style="list-style-type: none"> <li>• <b>Principles of First Impressions</b></li> <li>• <b>Stress and Methods of Coping with It</b></li> <li>• <b>Verbal Communication</b> <ul style="list-style-type: none"> <li>• Voice Projection</li> <li>• Accent</li> <li>• Speech Tempo</li> <li>• Voice Modulation</li> <li>• Breath Control</li> </ul> </li> <li>• <b>Non-Verbal Communication</b> <ul style="list-style-type: none"> <li>• Eye Contact</li> <li>• Gestures and Body Posture</li> <li>• Space</li> <li>• Consistency of the Verbal and Non-Verbal Message</li> </ul> </li> </ul> <p>2. Designing a Presentation</p> <ul style="list-style-type: none"> <li>• <b>Types of Speeches</b></li> <li>• <b>Preparation of the Presentation</b> <ul style="list-style-type: none"> <li>• Substantive</li> <li>• Artistic</li> <li>• Technical</li> </ul> </li> <li>• <b>Characteristics of a Presentation</b></li> <li>• <b>Presentation Preparation</b></li> <li>• <b>Audience Analysis</b> <ul style="list-style-type: none"> <li>• Age</li> <li>• Gender</li> <li>• Education, and other factors</li> </ul> </li> <li>• <b>Formulating the Goal</b></li> <li>• <b>Use of Technical Aids</b></li> <li>• <b>Presentation Structure</b></li> <li>• <b>Visual Elements</b> <ul style="list-style-type: none"> <li>• Composition</li> <li>• Color</li> <li>• Font</li> <li>• Illustrations</li> </ul> </li> <li>• <b>Presentations in Front of a Camera</b></li> <li>• <b>Microphone</b></li> <li>• <b>Attire</b></li> <li>• <b>Makeup</b></li> </ul>		
Prerequisites and co-requisites	none		

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	100.0%
Recommended reading	Basic literature	<p>Kamińska, A., Kamińska, A., &amp; Lazar, Z. (2020). <b>Public and Media Appearances in the Justice System: A Practical Guide</b> / Agnieszka Kamińska, Zbigniew Lazar. National School of Judiciary and Public Prosecution.</p> <p>Kulczycki, J. (2019). <b>The Art of Managing Attention, or Public Speaking</b> / Jarosław Kulczycki. In <i>The Art of Managing Attention, or Public Speaking</i>.</p> <p>Żak, M. (2021). <b>Word for Word, or How to Defend Any Thesis: An Introduction to the Study of Debating and Public Speaking</b> / Martyna Żak. (First Edition). Scientific Publishing Scholar.</p>	
	Supplementary literature	<p>Barker, A., &amp; Moskal, M. (2020). <b>The Art of Communication: How to Build Trust and Capture the Audience's Attention</b> / Alan Barker; [translation: Maria Moskal]. (1st Edition). Lingea Sp. z o.o.</p> <p>Bucki, P. (2020). <b>Presentations Made Simple! The School of Public Speaking</b> / Piotr Bucki. Onepress.</p> <p>Kutnyj, P. (2021). <b>The Art of Self-Presentation and Public Speaking: Live and Online</b> / Przemysław Kutnyj. (1st Edition). Scientific Publishing PWN.</p> <p>Mroczek, J. (2021). <b>Wordplay: The Art of Presentation and Self-Presentation</b> / Jacek Mroczek. Medical Tribune Polska.</p>	
	eResources addresses		
Example issues/ example questions/ tasks being completed	<p>Preparing a Self-Presentation</p> <p>Professional Presentation, Job Interview</p> <p>Presentation of Your Field of Study</p> <p>Multimedia Presentation on a Selected Historical Topic</p>		
Work placement	Not applicable		

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