University of Gdańsk

Subject card

Subject name and code	Self-presentation and Public Speaking, PG_00205596		
Field of study	History		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2026/2027
Education level	Bachelor's studies	Subject group	Obligatory subject group in the field of study Optional subject group
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	1	Language of instruction	Polish
Semester of study	2	ECTS credits	1.0
Learning profile	academic	Assessment form	credit
Conducting unit			
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Małgorzata Łosiewicz, prof. UG	
	Teachers	dr hab. Małgorzata Łosiewicz, prof. UG	

Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						

Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM
	Number of study hours	15	5.0	5.0	25

Subject objectives	Teaching students to build their own image during various types of public speaking engagements. Preparing for effective image management.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[HISTL3_W11] Knows and understands the economic, legal, ethical and other conditions affecting various types of professional activity related to history, including the 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] The student is able to communicate with others using specialist terminology relevant to history and related disciplines, including terms from their chosen professional specialisation.	He can present historical content through self-presentation, public speaking with interaction, and multimedia presentations.	[SU2] presentation/project/paper/ report
[HISTL3_U08] Is able to plan and organise his/her work effectively, 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_K02] Is ready to fulfil social and professional obligations related to the chosen specialisation and to co-organise activities serving the community in the areas of education and the promotion of the historical and cultural heritage of Poland, the 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_W08] Knows and understands, at an advanced level, the specialist terminology of historical studies (including terminology in at least one modern foreign language), as well as the terminology of the humanities and social sciences, and the basic concepts expressed in an ancient language.	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

Subject contents

1. The Role and Importance of Self-Presentation in Achieving Personal and Professional Success

- **Principles of First Impressions**
- **Stress and Methods of Coping with It**
- **Verbal Communication**
  - Voice Projection
  - Accent
  - Speech Tempo
  - Voice Modulation
  - Breath Control
- **Non-Verbal Communication**
  - Eye Contact
  - Gestures and Body Posture
  - Space
  - Consistency of the Verbal and Non-Verbal Message

2. Designing a Presentation

- **Types of Speeches**
- **Preparation of the Presentation**
  - Substantive
  - Artistic
  - Technical
- **Characteristics of a Presentation**
- **Presentation Preparation**
- **Audience Analysis**
  - Age
  - Gender
  - Education, and other factors
- **Formulating the Goal**
- **Use of Technical Aids**
- **Presentation Structure**
- **Visual Elements**
  - Composition
  - Color
  - Font
  - Illustrations
- **Presentations in Front of a Microphone**

Prerequisites and co-requisites

none

<table>
<tr><td>Assessment methods and criteria</td><td colspan="2"><table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td></td><td>51.0%</td><td>100.0%</td></tr></table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>Stępień, P. & Patryk Stępień ‘PAT’ - Coaching i szkolenia Wydawca (2025) Magic speaking : oczaruj ich swoją mową / Pat Stępień Dąbrowa Górnicza:P.S.Edu.

Kamińska, A., Kamińska, A., & Lazar, Z. (2020). Public and Media Appearances in the Justice System: A Practical Guide / Agnieszka Kamińska, Zbigniew Lazar. National School of Judiciary and Public Prosecution.

Kulczycki, J. (2019). The Art of Managing Attention, or Public Speaking / Jarosław Kulczycki. In The Art of Managing Attention, or Public Speaking.

Żak, M. (2021). Word for Word, or How to Defend Any Thesis: An Introduction to the Study of Debating and Public Speaking / Martyna Żak. (First Edition). Scientific Publishing Scholar.</td></tr>
<tr><td>Supplementary literature</td><td>Barker, A., & Moskal, M. (2020). The Art of Communication: How to Build Trust and Capture the Audience's Attention / Alan Barker; [translation: Maria Moskal]. (1st Edition). Lingea Sp. z o.o.

Bucki, P. (2020). Presentations Made Simple! The School of Public Speaking / Piotr Bucki. Onepress.

Kutnyj, P. (2021). The Art of Self-Presentation and Public Speaking: Live and Online / Przemysław Kutnyj. (1st Edition). Scientific Publishing PWN.

Mroczek, J. (2021). Wordplay: The Art of Presentation and Self-Presentation / Jacek Mroczek. Medical Tribune Polska.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="2">Preparing a Self-Presentation

Professional Presentation, Job Interview

Presentation of Your Field of Study

Multimedia Presentation on a Selected Historical Topic</td></tr>
<tr><td>Work placement</td><td colspan="2">Not applicable</td></tr>
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