

**Information sheet for the course
Medial Analysis and Presentation Skills**

University: <i>Alexander Dubček University of Trenčín</i>	
Faculty: <i>Department of Political Science</i>	
Course unit code: <i>PLTV11</i>	Course unit title: <i>Medial Analysis and Presentation Skills</i>
Type of course unit: <i>optional</i>	
Planned types, learning activities and teaching methods: <i>Lecture: none</i> <i>Seminar: 2 hours weekly/26 hours per semester of study; face to face</i>	
Number of credits: <i>2</i>	
Recommended semester: <i>the 3rd semester in the 2nd year (full-time)</i> <i>the 5th semester in the 3rd year (part-time)</i>	
Degree of study: <i>II. (Master's)</i>	
Course prerequisites: <i>none</i>	
Assessment methods: <i>Pending a semester there will be assessed the attendance and participation of students in workshops.</i> <i>A student can gain 30 points for participation and 20 points for attendance. For assessment "A" is needed to achieve at least 45 points, for "B" at least 40 points, for "C" at least 35 points, for "D" at least 30 points and for assessment "E" at least 25 points.</i> <i>Credits will not be granted to that student who does not obtain minimum of 10 points for his attendance.</i>	
Learning outcomes of the course unit: <i>The course practically joins to gained knowledge in other courses. Students know to cooperate with media and so to prove, as future experts of political science, to give the written and audiovisual opinions. Students are, beside of qualitative rhetoric, accustomed to confront a camera and do not have any problem with the live entry into a television discussions.</i>	
Course contents: <ol style="list-style-type: none"><i>1. Introduction to the course</i><i>2. Workshop I.: Media analyses – Preparation and creation of popular-expert text (internet blog)</i><i>3. Workshop II.: Media analyses – Preparation and creation of political science analyses in periodicals (comments, analysis)</i><i>4. Workshop III.: Media analyses – Preparation and creation of contributions into media of Trenčín University of Alexander Dubček in Trenčín</i><i>5. Workshop IV.: Rhetoric – verbal and non-verbal exercises</i><i>6. Workshop V.: Rhetoric – verbal and non-verbal exercises</i><i>7. Workshop VI.: Presentation skills – Statement of a politician on an actual theme</i><i>8. Workshop VII.: Presentation skills – Participation of a politician in a political campaign</i><i>9. Workshop VIII.: Presentation skills – Providing a statement of a political science expert into media</i><i>10. Workshop IX.: Presentation skills – Debate of a political science expert in the TV studio on an actual topic</i>	

11. Workshop X.: Presentation skills – Simulating a live entry of a political science expert in the TV studio on an actual topic
 12. Workshop XI.: Presentation skills – Simulating the oral exam of master examinations
 13. Assessment of the tasks

Recommended of required reading:

KASARDA, M.: *Praktická príručka písania pre profesionálov*. Bratislava : Eurokódex, 2011, ISBN 978-80-89447-68-8.

TUŠER, A.: *O novinárstve*. Bratislava : Eurokódex, 2012. ISBN 978-80-89447-64-1.

TUŠER, A.: *Praktikum mediálnej tvorby*. Bratislava : Eurokódex, 2012. ISBN 978-80-89447-16-9.

TUŠER, A.: *Ako sa robia noviny*. Bratislava : A+M Print, 2003. ISBN 80-89033-26-1.

DOČEKALOVÁ, M.: *Tvůrčí psaní 3*. Praha : Grada, 2010. ISBN 978-80-247-3017-2.

GLESK, P.: *Rétorika: ako predniesť účinný prejav, ako napísať odborný článok?* Bratislava STU, 1997.

ŠKVARENINOVÁ, O.: *Komunikácia riaditeľa. Rétorika a umenie zaujať slovom*. Bratislava Raabe, 2012.

HIERHOLD, E.: *Rétorika a prezentace: jak s jistotou prezntovat a Rétorika a prezentace : jak s jistotou prezentovat a působivě přednášet ... od flipchartu po PowerPoint / Emil Hierhold ; [z německého originálu přeložil Petr Kunst]*. Praha : Grada, 2005.

Language: English , Slovak

Remarks: The course is provided only in the case it is chosen by at least 16 students.

Evaluation history:

A	B	C	D	E	FX
0	0	0	0	0	0

Lecturers: PhDr. Marcel Lincényi, PhD.

Last modification: June 30, 2014

Supervisor: Prof. PhDr. Samuel Čelovský, DrSc. – guarantor of the study program “Political Science”