

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Creative Communication I.
Name of the subject in English:	Creative Communication I.
Credit value of the subject:	3
The code of the subject in the electronic study system:	BN-CRECO1-03-GY
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Media Studies
Course type and number of contact hours:	Practical, class per week: 2, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

The aim of the course is to provide a systematic basis for creative thinking and the effectiveness of interpersonal and written communication. In practice, the students will discover the role and significance of thinking differently in storytelling, which is one of the basic tools for analyzing specific situations or problems. They get acquainted with the most important factors of the psychology of influence and their practical application. They'll also get to know the role of expressive means of speech in the formulation of a living thought, in attracting and sustaining the attention of the communication partner(s) and the audience, and they'll develop their skills in public speaking.

SUMMARY OF THE CONTENT OF THE SUBJECT

In the course, the emphasis is placed on raising awareness that creativity is based on the ability to change mindset (think different i.e. approaching a problem or situation from two or more different perspectives). During the semester, the principles of the psychology of influence are explored by means of storytelling, in which the students take possession of those expressive tools that raise and keep the attention of the audience in a public speech situation.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

The student writes stories based on the book Influence by Robert Cialdini – stories dealing with one of the principles of influence/manipulation from at least two different viewpoints. The most important practice of the classwork is to discover how the student can express the turns of the story in living speech while keeping contact with his audience.

EVALUATION OF THE SUBJECT:

As a practical subject, the evaluation is based primarily on class work. As the "raw material" is provided by it, consequently, the submission of the homework is indispensable for the evaluation. It's written proof also that the student has mastered the theoretical foundations of the subject. The classwork is then about the concrete practical expansion of the theoretical foundations. As, on the one hand, not all the students have the same level of skills and abilities in oral expression, and on the other hand, there is no creativity due to the constraint of compliance, therefore the most important aspect in the evaluation is the proactivity shown in the performance of the tasks.

OBLIGATORY READING LIST:

- Cialdini, Robert : Influence, HarperCollins, 2006
- Anderson, Chris: TED Talks: The Official TED Guide, Houghton Mifflin Harcourt, 2016