

## DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Creative Communication III.
Name of the subject in English:	Creative Communication III.
Credit value of the subject:	3
The code of the subject in the electronic study system:	BN-CRECO3-03-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 course aims 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 assertive communication in conflict situations, which is one of the basic tools for solving specific problems or situations. They get acquainted with the most important factors that determine one's thinking in everyday life situations and the practical application of them. 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 further their skills in public speaking.

### SUMMARY OF THE CONTENT OF THE SUBJECT

In the course, the emphasis is on further 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 students gain a routine of giving presentations to an audience, they explore principles of formulating ideas through storytelling, and 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 makes presentations based on TED-videos and similar sources and express their own ideas on effective life strategies and communication through stories and case studies. The most important practice of the classwork is to grasp the essence of a problem and discover how the student express the turns of the story in living speech while keeping contact with his audience.

### EVALUATION OF THE SUBJECT:

As a practical subject, evaluation is based primarily on classwork. Submission of the homework is indispensable for the evaluation because it provides the raw material for the work. It's visible proof that the student has mastered the theoretical foundations of the subject. So, the classwork (namely giving presentations and discuss them) is a concrete practical expansion of the theoretical foundations. The students have not the same levels of skills and abilities in oral expression or presentation. On the other hand, the constraint of compliance eliminates creativity, so most important aspect of the evaluation is the proactivity shown in the performance of tasks.

### OBLIGATORY READING LIST:

- Sinek, Simon: Start with WHY, Portfolio, 2009



- Wiseman, Richard: The Luck Factor, Century, 2003,  
<https://www.scribd.com/doc/275203118/The-Luck-Factor-Richard-Wiseman-pdf>
- Charvet, Shelle-Rose: Words That Change Minds, Kendall/Hunt Publishing Company, Dubuque, Iowa, without year number