

SUMMARY

Syllabus proposal for the specialized course of public relations & business etiquette

A. Public relations

1. Three main approaches to public relations: communicative, psychological, and linguistic.
2. Communicative rules in public relations.
3. Applying communicative skills in public relations.
4. Psychological component in communicating with media.
5. Public relations development (re: linguistic point of view); the importance of internal and external course in public communication.

B. Presentation

1. Basic forms of making statements – monologue and dialogue.
2. Preparation, concept, creating a database.
3. Building-up a presentation, a speech, a monologue. Stages and development.
4. Dialogue – parts of and variations of speech. A conversation. A negotiation. A conference.

C. Interpretation – how to become a good speaker

1. Creating content – What to say?
2. Interpretation – How to say it?

Poslovna komunikacija

3. Verbal activity (breathing, relaxation, vocal preparation, articulation, diction, voice positioning, resonance).
4. Practising the speech constants.

D. Non-verbal communication

1. Types of non-verbal communication.
2. Body language – movement, pose, posture, attitude (eye contact-looking, listening – types and ways of listening, mime, hand gesticulation, greetings, spatial movements, body posture with respect to space).
3. Tuning up the elements of verbal and non-verbal communication.

E. Public relations and mass communication media

1. Public relations and the electronic media: E-media releases, interviews, panel discussion, presentation.
2. Press relations: press releases, publications, slogans, etc.
3. Public relations: techniques and methods.
4. Public speech and speaking in public; speaker's personality – building up personal style.
5. Leadership.

F. Business etiquette

1. Business communication.
2. Appearance, style, dress-code, rules of appropriate business etiquette.
3. Business correspondence.