Principles of Social and Media Communication

Course code: KORZSMK

Throughout our lives, we remain in constant contact with other people, mutually influencing one another. Through spoken and written expression, as well as through various signals of "body language," we share valuable information about ourselves. The aim is for this communication to be of high quality and effective. This workshop is focused precisely on that goal.The course will be led by Daniel Herman, a prominent figure on the Czech public scene who over the years has established himself as a clergyman, a civil servant, and a senior politician. For many years he served as the spokesperson for the Czech Bishops' Conference. He later gained broader recognition as the director of the Institute for the Study of Totalitarian Regimes and as Minister of Culture. Currently, he is involved in international diplomacy and serves as the honorary consul of Liechtenstein.

Who is the course for

The course is intended for those interested in high-quality social and media communication, with an overlap into the fundamentals of ethics and etiquette. It is based on the lecturer's many years of practical experience.

What we teach you

Practical foundations of the culture of verbal and nonverbal expression.

Course outline

- Verbal and nonverbal communication
- Communication models and their practical application
- Principles of active listening
- Barriers to dialogue
- Stress management
- Different forms of public speaking
- Media communication (briefing, press conference)
- Final rhetorical self-reflection test

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