

Kwalifikacja na poziomie szóstym Polskiej Ramy Kwalifikacji i europejskich ram kwalifikacji

Retoryka stosowana; Katolicki Uniwersytet Lubelski Jana Pawła II w Lublinie

Kategoria: studia wyższe

Krótką charakterystyka kwalifikacji

The graduate acquires knowledge of classical and modern rhetoric and its applications in the field of creating marketing messages, building promotional and advertising strategies, conducting debates and discussions, image creation and analysis, the art of self-presentation and consulting. The acquired skills are related to: creating artistic messages, teaching rhetoric and conducting rhetorical workshops, planning speeches and organizing occasional presentations, coaching competences. The range of skills and competences includes the art of argumentation in the field of emotional, motivational and rational communication as well as the ability to apply negotiation techniques and strategies, and to recognize manipulation in negotiations. In addition, he/she has the skills to consciously use gestures, use voice, use the right vocal skills, and to manage stress. The graduate has competences in giving speeches, preparing presentations, promotions, conducting conferences and public performances, as well as communication activities related to advertising and public relations. He/she speaks a foreign language at B2 level. The graduate develops a communication culture understood as the basis for building relationships in employee teams and managing them, as well as skills in organizing the place and time of work independently. The studies prepare for work in professions related to rhetorical communication. The student may work, among others as: coach of the interpersonal communication, image advisor, negotiator, mediator, spokesperson, copywriter, specialist in marketing and political campaigns, logographer, master of ceremonies, analyst of various forms of persuasive communication (verbal and visual). He/she can be the image advisor both of individuals and institutions, including the art of etiquette (savoir vivre). As a coach and trainer, he/she can teach rhetorical skills, teach rhetoric, culture of contemporary language, and in the case of completing elective subjects from the program (speech therapy, music therapy) can also teach voice emission in institutions dealing with social discourse. He/she is prepared to analyze modern forms of persuasion strategies in the space of interpersonal communication, including audiovisual communication. The graduate is able to critically formulate problems in the field of communication processes, select appropriate sources of information, and perform critical data analysis. He/she has the ability to synthesize in researching communication processes. He/she is able to choose appropriate research methods.

Informacje o kwalifikacji

Informacje o kierunku studiów

Dodatkowe informacje na temat kwalifikacji

The graduate is required to undergo apprenticeships in institutions dealing with social and cultural discourse. The possibility of continuing education at a higher level (second degree studies) in order to obtain education at EQF level 7 or at postgraduate studies. The graduate has the opportunity to undergo internships in institutions using rhetorical communication, e.g. in cultural institutions, advertising and image agencies, educational institutions and the mass-media. Students have an opportunity to take part in paid internships as part of various projects implemented by the university.

Informacje dodatkowe

Liczba punktów ECTS

180

Czas trwania studiów - liczba semestrów

6

Kod kwalifikacji (od 2020 roku)

27743