Communication and Presentations : skills and strategies

ECTS : 3

Description du contenu de l'enseignement :

This course aims to provide communication skills training for students wishing to develop their public speaking, impactful presentations, and persuasive influence. We shall focus on a communication strategy called the Pyramid Principle which helps formulate your message clearly and deliver a presentation with the right impact. Our training system is a mix of theory and practice with simple strategies and techniques that you can use for effective communication. In addition we will have class debates and discussions on selected controversial issues in public health, reading and comprehension of research articles/press from New England Journal of Medicine and The Lancet Articles from UK / US Press Financial Times, The Economist, The Guardian, NY Times and also listening comprehension through Audio/Video documents.

Compétence à acquérir :

By the end of this course, students should be able to:

- Apply communication strategies and techniques to create impactful presentations
- Present complex concepts clearly - even to non-experts
- Improve and master nonverbal communication skills
- Engage and influence their audience
- Improve listening comprehension as well as the ability of listening to others.
- Improve specialised vocabulary in the domain of health economics
- Argumentation and debating skills.
- Gain self confidence in public speaking and communication in English

Mode de contrôle des connaissances :

Class presentations, participation and exercises in class

Bibliographie, lectures recommandées :

The Pyramid Principle: Logic in Writing and Thinking

By Barbara Minto