

Crisis communication

profile	general academics
degree	first degree
programme	ERASMUS
semester	1
part time / full time	full time
ECTS	1
coordinator	st. bryg. dr hab. Izabella Grabowska-Lepczak

form of the activity: exercise

hours	15
prerequisites	no requirements
objectives	Social communication within the institution. Interpersonal communication in the work of a superior. Social communication as an important element of the relationship between an official and a client. The image of the institution in society. Public administration and the mass media. Developing skills: communicating with the external and internal environment; creating and transmitting information and selecting tools, means and techniques appropriate for the process of interpersonal and crisis communication, cooperation with the mass media.
methods	lecture, discussion
own work	literature analysis
basic literature	Crisis Communication in Organizations, http://dx.doi.org/10.1002/9781118955567.wbieoc050
supplementary literature	vol. 84(4)/2024, pp. 101–114 DOI:10.15804/athena.2024.84.06 I.Grabowska, J. Kielin, J. Grubicka, ANALYSIS OF IMPERFECTIONS IN RISK ASSESSMENT IN THE POLISH CRISIS MANAGEMENT SYSTEM

contents	hours
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I. Public appearances Lecture 2h 1) Rules for creating a self-presentation 2) Speaking in the forum 3) Speeches: Conferences, fairs, lectures, seminars, training, occasional 6) Media appearances, in front of the camera, on the radio or online Laboratory exercises 1) Preparation and presentation of a self-presentation 2) Prepare a speech 3) Training simulation 4) Preparation of a model presentation 5) Speech in front of the camera II. Social communication 2h Lecture 1) Interpersonal communication 2) Influencing people. 3) Manipulation. 4) Assertiveness. 5) Negotiations and social mediations. 6) Communication styles. Exercises 1) Interpersonal communication - training. 2) Communication barriers, active listening. 3) Manipulation in mass media content. 7) Assertiveness 8) Non-verbal communication, non-verbal communication - space. 9) Negotiations III. The role of the media in a crisis 2h Lecture 1) Elements of the media communication process. 2) Interpersonal communication 3) Principles of informing about threats. 4) The language of media messages. 5) The influence of the media on the social perception of threats. Media responsibility. 6) Mechanisms of operation and influence of the mass media. Exercises 1) Preparation of a short press release. 2) Converting press materials to selected press forms. 3) Prepare for contact with the media. 4) Speech in front of the camera 5) Preparation of recommendations regarding contacts with the media. 6) Recommendations regarding activity in social media	8
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