Warning: Bestr will go down for maintenance in 2 hours

Issued by University of Basilicata
SINCE

TAGS: *Communication skills, Public speaking, Media management*

Does your business value this skill?

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How to be concise

The holder of this badge has attended the course **"How to be concise"** organized by the University Basilicata as part of the "Competenze trasversali in Unibas" Project.

In the outside working world the motto is "Be concise".
Job interviews, start-up pitching sessions for financing, setting down a CV.
Try to fit in someone else's shoes: people get dozens, if not hundreds of pleas per day (job applications, financing requests, or project presentations).
In academia, the "space-time continuum" is rather more flexible when compared with the outside world. One gets used to lessons lasting one hour at the very least.
One single hour, out there, lasts forever. Nobody will pay attention for that time, no matter how important you believe in your information. You need to be concise.
A TED lasts 15 minutes, little does it matter if your name is Jeff Bezos. A start-up pitching session lasts about ten minutes. A news report? No more than one and a half minutes. A TV Commercial? Thirty seconds.
We have our heads clogged with information, but can we prepare a synopsis? Can we convey information briefly? University students gain great knowledge. Can they blurt it out clearly, lucidly, using simple terms without impoverishment?
This is what your future boss, a financier, a journalist is expecting.
Based upon a thirty-year experience in the media field, the proposal is to teach how to write and speak in a way that will focus the attention of our counterpart.
There will be three sessions.
The art of writing: simple words, short sentences, compressed information.
Audio and video rescue: the enrichment that multimedia brings to the written word.
Public speaking: facing and overcoming the fear, the embarrassment without reading many sheets of paper out.
Ultimately, students will be able to jot down written papers and A/V presentations and to present them to the audience.

Skills

The owner of this Badge has proved to have the following skills:
– ability to concise write;
– ability to convey projects to an audience;
– ability to use audio visual rescues for the enrichment of the written word.

The owner of this Badge has displayed the following soft skills:
– ability to teamwork;
– ability to condense and summarize information;
– ability in informatic audio-visual rescues;
– ability to convey information with key words.

The owner of this badge has shown to have acquired the following knowledge:
– carry out public presentations with supporting graphics and audio visuals;
– write in a brief and incisive manner.

Criteria

The badge is awarded at the end of the "How to be concise" course. The total duration foreseen by the course is 30 hours. At the end of the course, participants must produce a written article no longer than 2000 characters, a radio/TV package lasting no longer than one and a half minutes, a powerpoint pitching document to be presented in public to other students and teachers.

Issued by University of Basilicata

The University of Basilicata is the leading University of the Basilicata region, in the Southern part of Italy. Since 2012, according to the new University statute and rules of procedure, ex D.R. n. 88/2012, the University of Basilicata is organized through six primary structures (precisely four departments and two schools) in which the functions and the personnel of the pre-existing twelve departments and eights faculties have been re-addressed. Degree programs range from the Humanities, to architecture, archeology, education, economics and management, as well as to the STEM disciplines (hard sciences, agriculture, engineering, computer sciences). Such degree programs are effectively connected to the research, training and third mission activities developed by the primary structures. University of Basilicata counts about 7.000 students, and is based in the cities of Potenza and Matera.

Badge Numbers

Endorsed this badge	Received this badge	Started this badge path	Added to favorites
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