

### **Higher education. International issues.**

- Issues playing an important role in the development of higher education
- Roles of academic institutions
- Important determinants of future success
- Sources of financing higher education

### **Personal and professional success**

- What is the key to personal and professional success?
- What are the most important characteristics that a person should have to achieve success in life?
- What role does the ability to communicate well play in achieving success?
- Do you think that true success comes to true competitors?

### **Culture**

- Culture – an integrated pattern of human activities
- The evolution of human society and culture.
- The characteristics of culture.
- Categories of culture.
- The modern development of global culture: technological influence, commercial influence, cultural hegemony.

### **Environment**

- Factors constituting the environment.
- Human-induced environmental changes.
- Problems facing the environment.
- Influence of pollution and other environmental deterrents on the environment.

### **Science and technology.**

- What is the difference between science and technology?
- Most of the greatest changes in industrial civilization cannot be traced to the laboratory.
- The varying interplay of science and technology in the historical development of such practitioners as chemists, engineers, physicist and others.
- What are the advantages and disadvantages of technological advances?

### **The power of public speaking**

- Public speaking as a vital means of communication throughout history.
- Great speakers of the past and modern times.
- The importance of communication skills for getting a job and being promoted.
- Success and the ability to express oneself

- Public speaking as a vital means of civic engagement and empowerment.

### **Democracy**

- Democracy – a form of political system
- The main features of constitutional monarchy, democracy and republic.
- Democracy in ancient Greece.
- Democracy in ancient Rome.
- Democracy in Western Europe.
- Democracy in the USA.
- The major features of modern democracy.
- Proclamation of democratic principles in historic documents.

### **Public relations**

- Public relations as a means of influencing public opinion and getting attention.
- Public relations activities in the modern world
- Public relations in industry
- Public relations in the political process
- The role of public relations in the entertainment industry
- The functions of public relations practitioner
- Public relations in developed and developing countries