

Syllabus of the course “Public Speaking”

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Credits	15
Classroom hours	104
Self-study hours	466
Year	4th Undergraduate Program
Implementation format	Without online courses

I. COURSE AIMS, OBJECTIVES, PREREQUISITES, AND LEARNING OUTCOMES

Learning Objectives:

The principal objectives of the course are:

- to explore the basics of rhetoric knowledge
- to study the principles and methods of selected forms of public speaking for various purposes, contexts and audiences
- to consider different presentation techniques, to plan and structure presentations
- to apply knowledge to classroom presentations and receive feedback on the style and impact in presenting
- to overcome anxiety, fear and nervousness when making a presentation .

Learning Outcomes:

By the end of the course students will be able to do the following:

- understand, implement and practice all steps of the speech-making process (identifying a topic, focusing on main points and evidence, using transitions etc)
- determine communication purposes and adapt organization, language and other message characteristics
- communicate effectively in accordance with a designated audience
- evaluate source material, integrate material into speeches, and cite research properly
- utilize principles of effective listening as both speaker and audience
- incorporate effective audiovisual materials in speeches when appropriate

Pre-requisites:

- intermediate level of the English language (B2 / IELTS 6,5);
- be able to use (the) foreign language as a tool to obtain information from foreign sources for educational and self-development purposes;

- be able to communicate efficiently and interact in the process of collaboration;
- be able to use major skills of cognitive, research and project activity;
- be able to use ICT means for educational purposes.

II. COURSE INPUT

Module 1:

1. Introduction. How to make a pitch
2. Job interview
3. Product/design presentations

Module 2:

4. Briefings and debates
5. How to make a video tutorial

Module 3:

6. Explaining research to a general audience
7. Conference

III. ASSESSMENT

Assessment in the course is both a formative and summative process. Formative assessment is used to provide feedback to students promote further learning. Summative assessment contributes to the judgement of student learning for reporting and certification purposes.

- formative assessment is used at the beginning of an instructional period and during the process of instruction as teachers check for student understanding. Diagnostic tools determine what students already know and where there are gaps and misconceptions.
- summative assessment is used towards and at the end of the instruction period. Teachers document the culmination of students' learning achievements through tasks that invite students to demonstrate their mastery and knowledge of the course content.

The teacher assesses the students' work during the classes: participation in dialogues and discussions, job interview practice, role-plays, active vocabulary acquisition. Every week the teacher assesses the students' performance in class- **G class**. It is graded 0-1-2-3 and then transferred into 10-grade system according to the table:

3	10
2,7	9
2,4	8
2,1	7
1,8	6
1,5	5
1,2	4
0,9	3
0,6	2

0,3	1
0	0

The teacher assesses the students' self-study: home assignment, preparation of plans for public speaking, recording of speeches, assessment of peers' speeches, preparation for a job interview, preparation for debates. Self-study- **G self-study** is graded 0-1-2-3 and then transferred into 10-grade system according to the table (see the table above).

Accumulative grade for a module - **G accum.module** includes the following :

$$G \text{ accum.module} = (G \text{ self-study} + G \text{ class} + G \text{ asses}) / 3$$

Where G asses is the the mean of all the grades received for oral presentations.

For example, accumulative grade for Module 1 is calculated according to the following formula:

$$G \text{ asses1} = (G \text{ introd.speech1} + G \text{ introd.speech2} + G \text{ product presentation}) / 3$$

The class grade for the module is the mean of all the grades received for class participation and current assessment:

$$G \text{ class mod.} = \Sigma G \text{ class} / n$$

The self-study grade for the module is the mean of all the grades received for self-study work:

$$G \text{ self-study.} = \Sigma G \text{ self-study} / n$$

Accumulative grade for the course - **G accum** is calculated according to the following formula:

$$G \text{ accum} = (G \text{ mod1} + G \text{ mod.2} + G \text{ mod.3}) / 3$$

Final grade for the course - **G final** is calculated according to the following formula:

$$G \text{ final} = 0,7 * G \text{ accum} + 0,3 * G \text{ exam}$$

The exam grade consists of an oral exam.

IV.SAMPLES OF ASSESSMENT TOOLS

1. Prepare an introductory speech/pitch

2.Prepare an oral persuasive talk

3.Using the examples given under, can you explain which persuasive technique these are examples of (there are more than one in some examples)? Write down the correct rhetorical terms for each example.

“For no government is better than the men who compose it, and I want the best, and we need the best, and we deserve the best. (John F. Kennedy)

"And so, my fellow Americans, ask not, what your country can do for you. / Ask what you can do for your country." (John F Kennedy's Inaugural Address)

V.RESOURCES

1.Core literature

1) The art of public speaking / Stephen E. Lucas. – 11th ed. McGraw-Hill, 2011

2.Supplementary literature

1)Better Presentations, Jonathan Schwabish. Columbia University Press, 2017

2)Cuddy, A. J. C., Wilmuth, C. A., Yap, A. J., & Carney, D. R. (2015). Preparatory power posing affects nonverbal presence and job interview performance. Journal of Applied Psychology, 100(4), 1286-1295.

3)Public Speaking Course. Mc Graw Hill, 2011

4)101 Great Answers to the Toughest Interview Questions: Fourth Edition , Ron Fry .Book Mart Press, 2000

3. Software

#	Product name	Access
1.	Microsoft Windows 10	University Intranet (See the agreement)
2.	Microsoft Office Professional Plus 2010	University Intranet (See the agreement)

4. Online databases and resources

Item #	Product name	Access
Professional databases and reference systems		
1.	Consultant Plus	University Intranet (See the agreement)
2.	Urait Online Library	URL: https://biblio-online.ru/
Internet resources		
4.	TED.com	URL: https://www.ted.com
5.	MOOC Speaking to Inform by Washington University	URL: https://www.coursera.org/learn/inform-speech

5. Classrooms and equipment

To teach the course, needed are classrooms equipped with the following: a desktop computer (laptops are accepted as well); overhead projector with a remote control; Internet access, MS Office software.