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**Federal State Autonomous Educational Institution of Higher Education
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA
RUDN University**

Agrarian and Technological Institute

educational division (faculty/institute/academy) as higher education programme developer

COURSE SYLLABUS

Russian language and culture of speech

course title

Recommended by the Didactic Council for the Education Field of:

36.05.01 Veterinary

field of studies / speciality code and title

The course instruction is implemented within the professional education programme of higher education:

36.05.01 Veterinary

higher education programme profile/specialisation title

1. GOALS AND OBJECTIVES OF THE DISCIPLINE:

Objectives of the discipline «**Russian language and culture of speech**» development: to form communication skills, culture, techniques of public speaking and dialogical interaction in communicative situations typical of a specialist's activities.

2. REQUIREMENTS FOR THE RESULTS OF MASTERING THE DISCIPLINE:

The process of studying the discipline «**Russian language and culture of speech**» is aimed at the formation of the following competencies:

Table 2.1. The list of competencies formed by students during the development of the discipline (results of the development of the discipline)

GCC-3	The ability to organize and manage the work of the team, developing a team strategy to achieve the goal	GCC-3.4. Exchanges information, knowledge and experience with team members
		GCC-3.5. Argues his point of view regarding the use of the ideas of other team members to achieve the goal

3. THE PLACE OF DISCIPLINE IN THE STRUCTURE OF THE GENERAL PROGRAM OF HIGHER EDUCATION

Within the framework of the educational program, students also master other disciplines and/or practices that contribute to achieving the planned results of mastering the discipline "Russian language and culture of speech".

Table 3.1. The list of the components of the educational program that contribute to the achievement of the planned results of mastering the discipline

Code	Name of the competence	Previous discipline	Subsequent subjects (groups of subjects)
GCC-3	The ability to organize and manage the work of the team, developing a team strategy to achieve the goal	"Russian as a foreign language" (I certification level of knowledge of Russian as a foreign language)	—

4. THE VOLUME OF DISCIPLINES AND TYPES OF TRAINING WORK

Total labor discipline "Russian language and culture of speech" is 2 credits.

Table 4.1. Types of educational work by periods of mastering the OP in for **FULL-time** education

Kind of study	TOTAL hours	Term
		1
Contact work, hours	34	34
Including:		
Lectures (LK)		
Laboratory work (LW)		
Practical/seminar classes (SC)	34	34
Independent work of students, hours	22	22
Control (exam/test with assessment, hours)	16	16
Total labor hours	hours	72
	ZE	2

5. THE CONTENT OF THE DISCIPLINE

Table 5.1. The content of the discipline (module) by type of academic work

The name of the discipline section	Section content (topics)	Type of educational work
RHETORIC AS A SCIENCE AND AS AN ART OF REDICTION	Module 1. A Brief History of Oratory. Speakers of Ancient Greece and Ancient Rome: Cicero, Aristotle, Quintilian, Plato, Socrates, etc. Famous speakers of Russia. The rhetorical canon and modern eloquence. Stages of the classic rhetorical canon. Rhetoric in the professional sphere and public life of a person in the information age. General and private rhetoric. Laws and principles of modern general rhetoric. Neoritorika.	SC
	Module 2. Types of oratorical speeches. The classification of oratory by the scope of their application: academic, eloquence, socio-political, social, spiritual, judicial. Their specifics, outstanding speakers. Types of oratory speeches on the target: epidemic speech, argumentative speech (persuading and agitating) informative speech, entertaining speech.	SC
SPEECH IMPACT AND BELIEF METHODS	Module 1. Methods, strategies and tactics of speech exposure. Speech exposure factors. Communicative position and methods of its strengthening. Speech exposure and manipulation. Ways to overcome speech aggression.	SC

	<p>Module 2. Types of Persuasion Techniques. Classification of methods of persuasion by the nature of the audience: universal and non-universal (contextual). Methods of universal argumentation: empirical argumentation, theoretical argumentation. Methods of theoretical argumentation logical argumentation, system argumentation, principle verifiability and principal refutability, compatibility condition, methodological argumentation. 14 rules of persuasion: the rules of Homer, Socrates, Pascal, etc.</p>	SC
PUBLIC SPEECH	<p>Module 1. Features of public speaking. The main types of public speaking (by purpose, by form). Their purpose, general characteristics, features. Classification of audiences by volume, uniformity. The specifics of the speaker in different types of audiences. Audience management techniques.</p>	SC
	<p>Module 2. The main stages and principles of preparing a public speech (IDEMA). The composition of the performance. The role of entry. The structure of the main part of the speech. Final word. Abbreviated fixation of speech: abstract, abstract, plan. Volume of performance. Techniques to attract attention and interest. Methods of presentation of the material. Supporting material.</p>	SC
	<p>Module 3. The main functions of the speaker during the speech. Mistakes made during the performance. The communicative culture of the speaker. Communicative qualities of speech (correctness, purity, wealth, effectiveness), the impact on the effectiveness of communication of the speaker and audience. Qualities of oratorical voice.</p>	SC
COMMUNICATION IN THE STRUCTURE OF DAILY AND PROFESSIONAL ACTIVITIES OF THE SPECIALIST	<p>Module 1. Conversation rhetoric. The structure of the conversation. Types of dialogic communication in a professional environment. Professional conversation, its types, content and structure of different types in situations of intra-professional and inter-professional communication.</p>	SC
	<p>Module 2. Principles of conflict-free professional communication. Barriers to communication and their overcoming. The ability to listen and hear. Listening Styles. Principles of active listening.</p>	SC

	Module 3. Discourse Strategies and Tactics Discussion in the scientific and professional environment. Speech etiquette in a professional environment.	SC
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6. MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE

Таблица 6.1. Material and technical support of the discipline

Audience type	Equipping the audience	Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)
Lecture hall	An auditorium for conducting lecture-type classes, equipped with a set of specialized furniture; a board (screen) and technical means of multimedia presentations.	
Seminary	An auditorium for conducting seminar-type classes, group and individual consultations, ongoing monitoring and interim certification, equipped with a set of specialized furniture and multimedia presentation equipment.	multimedia projector, personal computer, audio and video materials
For independent work of students	An auditorium for independent work of students (can be used for seminars and consultations), equipped with a set of specialized furniture and computers with access to EIOS.	

7. EDUCATIONAL, METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

main literature

a) educational literature:

1. Novikova N.S., T.V. Shustikova Russian grammar in tables and diagrams. – M.: Russian language. Courses, 2023. – 176 p.
2. Glazunova O.I. Grammar of the Russian language in exercises and comments. St. Petersburg: Zlatoust. 2022. – 424 p.
3. Borzova L.D. Classes of inorganic compounds: Textbook with the Russian-English-French-Spanish dictionary. / L.D. Borzova, N.Yu. Chernikova, V.V. Yakushev. – M.: RUDN University, 2020.

http://lib.rudn.ru/MegaPro/UserEntry?Action=Rudn_FindDoc&id=326348&idb=0

4. Plyushchikov V.G. Glossary of terms and definitions on agricultural radioecology and veterinary radiobiology [Electronic resource]. / V.G. Plyushchikov, O.G. Semenov. – Electronic text data. – M.: 2022.

http://lib.rudn.ru/MegaPro/UserEntry?Action=Rudn_FindDoc&id=268190&idb=0

5. Tarynov G.N. Thematic Russian-German – German-Russian Dictionary of Agricultural Terms [Electronic resource]: Dictionary. – SPb.: Doe, 2023.
http://lib.rudn.ru/MegaPro/UserEntry?Action=Rudn_FindDoc&id=465207&idb=0

b) methodical literature:

1. State educational standard for RCTs. Profile modules. First level. Second level. – M.-SPb., Zlatoust, 2020.

2. Hapochka I.K., Kurylenko VB, Titova L.A. The state standard for Russian as a foreign language. The second level of knowledge of the Russian language in the educational and professional field. For students of science, biomedical and engineering profiles. – M.: RUDN, 2023.

3. Gapochka I.K., Kurilenko V. B., Titova L. A., Makarova M. A., Smoldyрева T. A. The program on Russian as a foreign language. Professional module. The second level of knowledge of the Russian language in the educational and socio-professional macrospheres. For students studying in universities of biomedical profile. – M.: RUDN, 2022.

4. Gapochka I.K., Kurylenko V. B., Titova L. A. Requirements for Russian as a foreign language. The second level of knowledge of the Russian language in the educational and socio-professional macrospheres. For students of science, biomedical and engineering profiles. – M.: RUDN, 2022.

additional literature

1. Bolshakova N.G. Educational control tests. M.: Publishing House of RUDN, 2022. – 39 p.

2. Tugushev A.A. Speech development texts. - M.: Publishing House of RUDN, 2022. – 37 p.

3. Semenova N.A. A manual for the independent preparation of foreign students for the test and exam in the scientific style of speech. – M.: Publishing House of RUDN, 2022. – 19 p.

http://lib.rudn.ru/MegaPro/UserEntry?Action=Rudn_FindDoc&id=444833&idb=0

Resources of the Internet information and telecommunication network:

1. The electronic library system of RUDN (<http://lib.rudn.ru/MegaPro/Web>).

2. Educational portal of RUDN (<http://web-local.rudn.ru>).

3. Scientific electronic library (<http://elibrary.ru/defaultx.asp>).

4. Universal library ONLINE (<http://biblioclub.ru>).

5. Library of electronic journals Elsevier (<http://www.elsevier.com/about/open-access/open-archives>).

6. We speak about medicine in Russian. Medical Russian. Site of the Russian language department of the Medical Institute of RUDN University (<https://www.rkimed.com/>).

Educational and methodological materials for independent work of students during the development of the discipline/ module:

1. A course of lectures on the discipline "Russian language and culture of speech".

8. EVALUATION MATERIALS AND A POINT-RATING SYSTEM FOR ASSESSING THE LEVEL OF COMPETENCE FORMATION IN THE DISCIPLINE

Evaluation materials and a point-rating system for assessing the level of competence formation (part of competencies) based on the results of mastering the discipline "Russian language and culture of speech" are presented in the Appendix to this Work Program of the discipline.

DEVELOPERS:

Head of Russian
Language Department №5
of Institute of the Russian Language
Associate professors

V.B. Kurilenko

of Russian Language Department №5
of Institute of the Russian Language
Associate professors

Yu.N. Gosteva

of Russian Language Department №5
of Institute of the Russian Language
Associate professors

M.A. Bulavina

of Russian Language Department №5
of Institute of the Russian Language

R.A. Arzumanova

HEAD OF THE BUP:

Head of Russian
Language Department №5
of Institute of the Russian Language

V.B. Kurilenko

HEAD OF THE OP VO:

The leader of the programme
Director of the Department
of Veterinary Medicine

Yu.A. Vatnikov