The Federal state autonomous educational institution of higher the education «Peoples' Friendship University of Russia»

Faculty of Philology

(наименование основного учебного подразделения (ОУП)-разработчика ОП ВО)

PROGRAM OF DISCIPLINE

Public Speaking

(Name of the Discipline / Module)

Recommended for the direction of training/speciality:

42.03.02 Journalism

(Code and Name of the field of study, the direction of training/speciality)

The discipline is carried out within the framework of the main professional educational program of higher education (EP HE):

Multimedia Journalism

(Name of the educational program)

2024 г.

1. OBJECTIVE OF THE DISCIPLINE

The main goal of this course is to enhance the skills of students in conquering the fear of public speaking and presentation. It will equally equip them with tools for self-evaluation, developer skills and presentation (academic and non-academic) of informative and persuasive messages for impact.

The main objectives are:
1.   To learn effective ways of delivering verbal and nonverbal (including the use of visual aids components) messages in public.
2.   To boost interpersonal skills in mastering the strategies of persuasive communication of information, opinions, and arguments.
3.   To learn the development of speech skills through planning, brainstorming, research, organization and outlining.

2. REQUIREMENTS FOR STUDENTS ON FINISHING THE COURSE

Students are expected to master the following competencies:

Table 2.1. The list of competencies formed in the mastering of the discipline (the results of the discipline)

Code	Competence	Indicators of competence achievement (within the discipline)
UC-4	Able to carry out social interaction, organize and manage the work of the team, developing a team strategy to achieve the goal.	UC-4.1 - Selects a style of communication in Russian depending on the purpose and conditions of the partnership; adapts speech, communication style and body language to the situations of interaction
		UC-4.2 - Conducts business correspondence in Russian, taking into account the stylistics of formal and informal letters
		UC-4.3 - Conducts business correspondence in a foreign language, considering the specific style of official letters and socio-cultural differences
		UC-4.4 - Translates official and professional texts for personal use from foreign language into Russian, from Russian into foreign language
		UC-4.5 - Makes public speeches in Russian, takes into account the audience and the purpose of communication
		UC-4.6 - Orally presents the results of their activities in a foreign language, can support the conversation during their discussion

Code	Competence	Indicators of competence achievement (within the discipline)
GPC-1	Able to create media texts and (or) media products demanded by society and industry, and (or) communication products in accordance with the norms of Russian and foreign languages, and the peculiarities of other sign systems.	GPC-1.1. Identifies specific characteristics of media texts and (or) media products and (or) communication products from different media segments and platforms
		GPC-1.2. Prepares journalistic texts and (or) products of various genres and formats in accordance with Russian and foreign language norms and other sign systems

3. THE DISCIPLINE (MODULE) IN THE STRUCTURE OF EP HE

The discipline "Public Speaking" belongs to the Part formed by participants of educational relations of the curriculum. Table 1 shows preceding and subsequent subjects aimed at forming competence discipline by the matrix of competencies.

Table 3.1. The list of components of the EP HE, contributing to the achievement of the planned results of the discipline

Code	Competence	Previous discipline	Subsequent disciplines
UC-4	Able to communicate in interpersonal and intercultural interaction in Russian as a foreign language and foreign language(s) on the basis of knowledge of interrelated and interdependent types of reproductive and productive foreign language speech activities, such as listening, speaking, reading, writing and translation in everyday life, socio-cultural, academic-professional, official-business and scientific spheres of communication	Russian as a foreign language / Русский язык (как иностранный) Foreign language / Иностранный язык Russian language and culture of speech / Русский язык и культура речи PR and media relations /Связи с общественностью и медиарилейшенс Межкультурная коммуникация /	Pre-thesis practice State Exam Bachelor's Degree Graduation Paper

Code	Competence	Previous discipline	Subsequent disciplines
		Intercultural communication Storytelling / Сторителлинг	
GPC-1	Able to create media texts and (or) media products demanded by society and industry, and (or) communication products in accordance with the norms of Russian and foreign languages, and the peculiarities of other sign systems.	Journalist job in a newspaper / Работа журналиста в газете Writing and Essential Editing / Литературное редактирование Professional workshop / Профессиональ ная мастерская Storytelling / Сторителлинг	Pre-thesis practice State Exam Bachelor's Degree Graduation Paper

4. THE SCOPE OF THE DISCIPLINE AND TYPES OF ACTIVITIES

The overall workload of the discipline is **4** credits.

Types of activities	Total hours	Semesters			
		1	2	3	4
Classroom activities (total)					
Lectures	30	30			
Practical lessons/Seminars	60	60			
Laboratory activities					
Control	18	18			
Independent work (total)	72	72			
Overall workload hours	**180**	**180**			
Credits	**5**	**5**			

5. CONTENT OF THE DISCIPLINE

Table 5.1 Content of the discipline (module) by type of activity

Name of the Unit	Content of the Units (topics)	Type of activity
Course guidelines and Introduction of the course.	- Course overview - Introduction Speeches - Types of speeches - Benefits of public speaking	Lecture

Name of the Unit	Content of the Units (topics)	Type of activity
Introduction to public speaking	- Self-introduction speeches (Who are you?) - Introduction and course overview - Introduction to Public Speaking and Public Speaking Competencies	Lecture
Public Speaking Ethics	- Dos and don'ts of Public Speaking	Lecture
Informative Speaking	- Introduction & Developing a Research Portfolio - Effective Introductions and Conclusions - Organizing and Outlining - Effective listening for speaker and audience	Lecture
Persuasive speaking/speeches	- What is Persuasive Speech? - Audience Analysis & Defining Publics (Managing audiences) - Logical Fallacies & Building an Argument	Lecture
Speaking with Sensory Aids & Technology	- Speaking with Sensory Aids - Speaking with Technology - Using Humor Effectively	Lecture
Communicating complex research	- Academic research poster - Thesis or ViVa	Lecture
Unit 1	Analysis of introductory part of great speakers' speeches.	Seminar
Unit 2	Self-introduction and evaluation workshop- TED Talk speech.	Seminar
Unit 3	Presentation, evaluation and feedback on dos and don ts of Public speaking	Seminar
Unit 4	Watch a TED Talk from accompanying material and analyze techniques.	Seminar
Unit 5	Debate on the importance of techniques to impact the audience.	Seminar
Unit 6	Presentation and feedback on the use of humor TED Talk speech.	Seminar
Unit 7	Presenting academic ideas with simplicity and clarity (a conference paper presentation)	Seminar

6. MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE

The discipline is implemented using e-learning and distance learning technologies

Table 6.1. Material and technical support of the discipline

Type of classroom	Classroom equipment	Specialized educational/laboratory equipment, software and materials for the mastering the discipline (if necessary)
Digital Classroom	Computer, TV VCR and a transparency projector. CD players and DVD players	
Lecture room	Computer, internet, TV VCR and a transparency projector	
Home for independent work	Computer, internet,	
Library for independent work	Computer, internet	

** The classroom for students' independent work **MUST be indicated**!*

7. EDUCATIONAL AND METHODICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

Main readings

1.   Hostetler, M. J., & Kahl, M. L. (2017). Advanced public speaking: A leader's guide (2nd ed.). New York, NY: Routledge.

2.   The Public Speaking Project. (n.d.). Public Speaking: The Virtual Text (PSVT).

Other recommended readings

1.   Greathouse, J. (2019). Public Speaking Secrets From The World of Stand Up Comedy. Forbes.

2.   Blass, L., Vargo, M., & Wisniewska, I. (2016). *21st-century reading: Creative thinking and reading with TED Talks*. National Geographic Learning.

3.   Almossawi, A. (2014). The Book of Bad Arguments. The Experiment. Available free from: https://bookofbadarguments.com/

4.   Getting effective poster presentation https://www.youtube.com/watch?v=vMSaFUrk-FA&t=163s

5.   How to create a better research poster in less time https://www.youtube.com/watch?v=1RwJbhkCA58

6.   https://www.americanrhetoric.com/speeches/gettysburgaddress.htm

7.   https://www.ellenfinkelstein.com/pptblog/12-steps-to-becoming-a-charismatic-speaker/

8.   https://www.americanrhetoric.com/

Web-sites and online resources

1.   ЭБС РУДН и сторонние ЭБС, к которым студенты университета имеют доступ на основании заключенных договоров:

-        htpp://www.rad.pfu.edu.ru/

- www.libfl.ru
- www.portalus.ru
- www.project.phil.pu.ru
- www.lib.fl.ru
- www.gutenberg.net
- www.ipl.org
- www.theeuropeanlibrary.org; www.epoch-net.org
- http://gabro.ge/biblio/0707/3066/filosof.historic.ru/books/item/f00/s00/z00358/st000/htm/

2. Databases and search systems:
− web search engine google.com
− online encyclopedia wikipedia.org
− news aggregation website drudgereport.com
− Googlescholar.com

Teaching materials for students' independent work while mastering the discipline/module*:
1. A course of lectures on the discipline.
2. Practical assignments and their brief contents;
3. Questions for self-check, and test assignments.
* - all educational and methodical materials for students' independent work are published in the current order on the page of the discipline in TUIS!

8. GRADING MATERIALS AND GRADING-RATING SYSTEM FOR ASSESSING THE LEVEL OF COMPETENCE FORMED IN THE DISCIPLINE

The grading materials and grading-rating system* for assessing the level of competence (part of competencies) for the discipline are presented in the Appendix to this Working program of the discipline.
* - are formed based on the requirements of the corresponding local normative act of RUDN University.