

POLTAVA UNIVERSITY OF ECONOMICS AND TRADE

Department of Business Foreign Language

ACADEMIC DISCIPLINE SYLLABUS
«**Effective presentations (The Art of Public Speaking)**»
for 2023 - 2024 academic year

| | |
|--------------------------------------|-----------------|
| Course and semester of study | Elective course |
| Educational program / specialization | - |
| Specialty | - |
| Field of knowledge | - |
| Degree of higher education | bachelor |

The name of the teacher who teaches this discipline,
scientific degree and academic title,
position

Sofia Horbunova

assistant at the Department of Business Foreign Language

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| Class schedule | http://schedule.puet.edu.ua/ |
| Consultations | full-time http://www.dim.puet.edu.ua/stud.php online: via e-mail, MN-FR 10.00-17.00 |
| Distance course page | https://el.puet.edu.ua/ |

Description of the discipline

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|--|---|
| The purpose of studying the discipline | The purpose of studying the discipline is to form the rhetorical competence of students, to develop the skills of effective presentation of information in oral and written formats, and the development of students as public figures who master the art of public speaking. |
| Duration | 5 ECTS credits / 150 hours (practical classes 60 hours, independent work 90 hours) |
| Forms and methods of teaching | Practical classes in the classroom, independent work outside the schedule |
| Current and final control system | Current control: class attendance; homework; discussion of lesson material; performance of educational tasks; presentations, testing; current module work Final control - Credit test |
| Base knowledge | Speaking, listening, writing and reading skills at level B1 |
| Language | English |

List of competencies provided by this discipline, and program learning outcomes

| program learning outcomes | competencies provided by this discipline |
|--|--|
| <p>Ability to abstract thinking, analysis and synthesis</p> <p>Ability to work in a team, to speak orally and in written English languages</p> | <p>Ability to communicate orally and in writing in state and foreign languages for communication in professional and socio-cultural spheres, mastery of professional terminology in a foreign language.</p> <p>Ability to consciously replenish and expand communication skills in the professional sphere throughout life;</p> <p>Ability to generate new ideas (creativity).</p> <p>Ability to find, process and analyse information from various sources.</p> <p>Ability to apply knowledge in practice.</p> <p>Knowledge and understanding of the subject area and understanding of the profession</p> <p>Ability to think abstractly and analytically and generate ideas.</p> <p>Ability to use information and communication technologies.</p> <p>Ability to work in an international context.</p> |

Thematic plan of the discipline

| Topics | Types of work | Tasks of independent work in the context of topics |
|--|--|--|
| Module 1. The art of public speaking | | |
| Topic 1. The art of public speaking as a way of communication and a tool for building a career | Attending practical classes; homework; discussion of theoretical and practical material (oral answers); performance of educational tasks; presentations; independent work tasks. | Processing and analysis of information sources; preparation of a presentation / abstract on the topic; search (selection) and review of additional materials on a given issue. |
| Topic 2. Methods of preparation for public speaking. Types of speeches. Composition of public speech. Methods of memorizing the structure and content of the speech. | Attending practical classes; homework; discussion of theoretical and practical material (oral answers); performance of educational tasks; presentations; independent work tasks. | Processing and analysis of information sources; preparation of a presentation / abstract on the topic; search (selection) and review of additional materials on a given issue. |
| Topic 3. Argumentation and criticism as elements of public speaking. Theses, arguments, methods of proof and requirements to them. | Attending practical classes; homework; discussion of theoretical and practical material (oral answers); performance of educational tasks; presentations; independent work tasks. | Processing and analysis of information sources; preparation of a presentation / abstract on the topic; search (selection) and review of additional materials on a given issue. |
| Module 2. Fundamentals of polemical skills | | |
| Topic 4. Modern etiquette of public speaking. Verbal and nonverbal means of the speaker's work with the audience. | Attending practical classes; homework; discussion of theoretical and practical material (oral answers); performance of educational tasks; presentations; independent work tasks. | Processing and analysis of information sources; preparation of a presentation / abstract on the topic; search (selection) and review of additional materials on a given issue. |
| Topic 5. Ability to ask questions. Functions of questions and their types, methods of | Attending practical classes; homework; discussion of theoretical and practical material (oral answers); performance of educational tasks; presentations; | Processing and analysis of information sources; preparation of a presentation / abstract on the topic; search (selection) and review of additional materials on a given issue. |

| Topics | Types of work | Tasks of independent work in the context of topics |
|--|--|--|
| input and types of answers to them. | independent work tasks. | |
| Topic 6. Presentation as a kind of public speaking. Types of presentations. Presentation techniques. | Attending practical classes; homework; discussion of theoretical and practical material (oral answers); performance of educational tasks; presentations; independent work tasks. | Processing and analysis of information sources; preparation of a presentation / abstract on the topic; search (selection) and review of additional materials on a given issue. |
| Topic 7. Public debate. Discussion. The essence, strategies, tactics. | Attending practical classes; homework; discussion of theoretical and practical material (oral answers); performance of educational tasks; presentations; independent work tasks. | Processing and analysis of information sources; preparation of a presentation / abstract on the topic; search (selection) and review of additional materials on a given issue. |

Information resources Інформаційні джерела

1. Wallwork A. English for Presentations at International Conferences / Adrian Wallwork. —Springer, 2020. — 302 p.
2. Grussendorf M. English for presentations / Marion Grussendorf. – Oxford University Press, 2020. – 80 p.
3. Judith Baxter. Speaking Out. The Female Voice in Public Contexts / Judith Baxter . - PALGRAVE MACMILLAN, 2017. – 333P.
4. (Demystified series) Melody Templeton - Public speaking and presentations demystified-McGraw-Hill , 2018. – 272 p.
5. Achim Nohawk - Power Speaking_ The Art of the Exceptional Public Speaker/ Achim Nohawk Allworth Press, 2018.
6. Do's and Taboos of Public Speaking How to Get Those Butterflies Flying in Formation / Roger E. Axtell. - John Wiley & Sons, Inc., 1992
7. Effective Communication and Soft Skills Strategies for Success / Nitin Bhatnagar Mamta Bhatnagar. – PEARSON, 2012
8. Stephen E. Lucas - The Art of Public Speaking, 10th Edition-McGraw-Hill, 2008.
9. Politically speaking : a worldwide examination of language used in the public sphere / edited by Ofer Feldman and Christ'l De Landtsheer. - Praeger Publishers , 1998
10. Everything You Need To Know PUBLIC SPEAKING / Jacey Lamerton. - HarperCollins Publishers, 2001
11. Jeff Davidson. The Complete Guide to Public Speaking / . Jeff Davidson. - John Wiley & Sons, Inc.,2003
12. Anderson C. Ted talks: the official Ted guide to public speaking / Chris Anderson. – Houghton Mifflin Harcourt, 2016
13. Public speaking success in 20 minutes a day. / LearningExpress, 2010

Internet resources

1. How to make a successful presentation: 5 easy steps to follow . [Електронний ресурс] // Режим доступу: <https://www.articulatemarketing.com/blog/how-to-make-a-successful-presentation>
2. . Top Tips for Effective Presentations [Електронний ресурс] // Режим доступу: <https://www.skillsyouneed.com/present/presentation-tips.html>
4. . Phrases for discussions in English [Електронний ресурс] // Режим доступу: <https://www.english-hilfen.de/en/words/discussions.htm>
5. . How to participate effectively in academic discussions [Електронний ресурс] // Режим доступу: http://user.keio.ac.jp/~hjb/Academic_discussions.html
7. . Prepare for Discussion [Електронний ресурс] // Режим доступу: <http://www.tedpower.co.uk/discuss.html>
8. . Useful Phrases for Group Discussions in English [Електронний ресурс] // Режим доступу: <https://www.eslbuzz.com/useful-phrases-for-group-discussions-in-english/>
9. . How to Write an Opinion Essay: An Ultimate Guide + Examples [Електронний ресурс] // Режим доступу: <https://custom-writing.org/blog/opinion-essay>
10. . Debate Formats [Електронний ресурс] // Режим доступу: <http://www.csun.edu/~dgv61315/debformats.html>

Course software

- Microsoft Office software package.

Discipline study and assessment policy

- Policy on deadlines and rescheduling: tasks that are submitted with violation of deadlines without good reason are rated lower (75% of the possible maximum number of points per activity). Retaking of modules takes place with the permission of the lead

teacher if there are good reasons (for example, sick leave).

- Academic Integrity Policy: Write-offs during current modular work and testing are prohibited (including using mobile devices). Mobile devices are allowed to be used only during online testing and preparation of practical tasks during the lesson.
- Attendance policy: class attendance is a mandatory component. For objective reasons (for example, illness, employment, internship) training can take place online (Moodle) with the permission of the lead teacher.
- Policy of enrollment in non-formal education: <http://puet.edu.ua/en/publiczna-informaciya>

Evaluation

The final grade for the study of the discipline is calculated through the current assessment

| Types of work | Maximum points |
|---|-----------------------|
| залік | |
| Module 1 (topics 1-3): practical classes on topics 1-3 (8 points each), independent work (6 points); current module work (10 points); | 40 |
| Module 2 (topics 4-7): practical classes on topics 4-7 (8 points each), independent work (8 points) | 40 |
| Final project (20 points) | 20 |
| | 100 |

Scale of assessment of applicants for higher education based on the results of studying the discipline

| The sum of points for all types of educational activities | ECTS scale grade | National scale grade |
|--|-------------------------|---|
| 90-100 | A | Excellent |
| 82-89 | B | Very good |
| 74-81 | C | Good |
| 64-73 | D | Satisfactory |
| 60-63 | E | Fairly satisfactory |
| 35-59 | FX | Fail (unsatisfactory with possibility of taking an exam\test for the second time) |
| 0-34 | F | Fail (unsatisfactory with mandatory studying the course for the second time) |