Rhetoric for Persuasion and Public Speaking

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1. Course description / Introduction to the course

Working on and polishing presentation skills aims to improve students' communicative ability and performance by providing the opportunity torehearse, deliver and critique a presentation on a business topic.

2. Learning objectives and competencies

To prepare and produce effective presentations to suit a variety of audiences and a variety of purposes. This involves focusing on a series of more specific objectives during the course:

- to recognise the origins of public speaking and its importance to all fields of human communication

- to promote awareness of how planning affects speech effectiveness and how to cope with time restraints

- to identify winning skills in delivering different messages

- to learn about how an audience perceives the speaker, and how one can learn from this

3. Course format and methodological approach

1. Giving short and more extensive presentations
2. Self-study and discussion in class
3. In-class tasks and assignments
4. Critical viewing of video recordings, films and live performances
5. Reading of related texts
6. Peer evaluation and discussion
7. Professor-led discussion

4. Assessment

Class activities and final assessed task.

Assessment criteria

Evaluation is carried out as follows:

Continuous assessment of all class activities taking into account thefollowing criteria:

1. Adapting the language and content to the specific audience
2. Selecting relevant information according to the task and audience
3. Organizing and presenting the information clearly and coherently
4. Following the conventions of the genre in terms of the content, awareness of body language and intonation conventions

Final Assessed task (15 minute prepared presentation)

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