



APPROVED

Vice-rector for educational activities

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## *Основные навыки публичных выступлений / Basic public speaking skills*

### Syllabus of the course

|                           |   |
|---------------------------|---|
| Specialty                 | 38.03.02 Management                         |
| Specialization            | Business management and digital innovations |
| Level of higher education | Bachelor                                    |
| Form of training          | Full-time                                   |
| Year of enrolment         | 2023  |
| Authored by:              |   |
| PhD, Evgenia E. Kornilova |   |

|                       |    |   |
|-----------------------|----|---|
| Total number of hours | 36 | <b>Form of final attestation:</b><br><br>Test: semester 1 |
| incl:                 |    |   |
| contact work          | 32 |   |
| self-study            | 4  |   |
| practical training    | 0  |   |
| control hours         | 0  |   |

#### Hours distribution:

|                             |           |
|-----------------------------|-----------|
| Semester:                   | 1         |
| Type of classes             | Hours     |
| Contact hours               | 32        |
| Practical training          |           |
| Laboratory work             |           |
| <b>Total contact hours</b>  | <b>32</b> |
| Self-study                  | 4         |
| Control hours               | 0         |
| <b>Total academic hours</b> | <b>36</b> |
| <b>Total credits</b>        | <b>1</b>  |

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## 1. LEARNING OBJECTIVES

|                   |  |
|-------------------|--|
| <b>Objective:</b> | Formation and development of public speaking skills. |
|-------------------|--|

## 2. COURSE PLACE IN THE PROGRAMME STRUCTURE

The discipline FTD Basic public speaking skills is a part of Optional disciplines.

## 3. EXPECTED LEARNING OUTCOMES

| Code and name of graduate competence  | Code and name of the competence achievement indicator                           | Expected learning outcomes  |
|---|---|---|
| UC-3 – Able to perform social interaction and to realize his/her role in a team | UC-3.1 – Understands the main aspects of interpersonal and group communications | <p>To know: types of public speaking, basic presentation forms; ethical aspects of social interaction and public speaking; technologies and principles of organization, preparation and delivery of public speeches.</p> <p>To be able to: plan and deliver public speeches (including the use of multimedia presentation), considering the specifics of the communication industry and the purpose of the speech; manage the attention of colleagues and the audience.</p> |

## 4. COURSE STRUCTURE AND CONTENT

| Code and name of the topics  | Course content   | Academic hours |           |           |            |
|--|--|----------------|-----------|-----------|------------|
|  |  | Contact work   |           |           | Self-study |
|  |  | Lectures       | Practices | Workshops |            |
| Section I. Public speaking as a social phenomenon.                 |  |                |           |           |            |
| Theme 1: From the history of public speaking.                      | The subject of rhetoric. Famous rhetors of antiquity: Demosthenes, Plato, Aristotle, Pericles, Cicero, Sophocles. Types of eloquence: socio-political, academic, judicial, social and spiritual. Types of eloquence: political speech, diplomatic speech, military-patriotic speech, scientific report, scientific review, prosecutorial or accusatory speech, public accusatory speech, advocate's or defence speech, public defence speech, sermon, etc. Oratory in politics, spiritual, ideological, socio-political life of a state. | 3              |           |           |            |
| Topic 2: Neo-rhetoric. The laws and principles of modern rhetoric. | The basic laws and principles of modern rhetoric. The image of the orator. Features of modern speech communications. Synthetic and analytical evaluation of public speaking. Speeches that changed the course of   | 6              |           |           |            |

|   |   |   |  |  |   |
|---|---|---|--|--|---|
|   | <p>history. Rhetorical analysis of public speaking. The first law of rhetoric and the principles of dialogical speech behaviour. Principles of attention to the addressee, proximity of information, concreteness. The law of emotionalism of speech. The law of advancing and directing the addressee. The law of pleasure.</p> <p>Interrelation of the laws of general rhetoric. The principle of communicative cooperation. The principle of discourse harmony. Strategies and tactics of speech behaviour.</p>  |   |  |  |   |
| <b>Section II. Public speaking.</b>             |   |   |  |  |   |
| Topic 3: Preparation for public speaking.       | Principles of speech composition. Inventing the content of the speech (inventory). Determining the topic of the speech. Determining the topic of the speech. The selection of material. Key sources of information. Types of preparation. Getting to grips with the material. Emotions.   | 3 |  |  | 2 |
| Topic 4: Speech: stages of speech preparation.  | Stages in the classic canon of rhetoric. An invention. "General place" (top, topos) as a semantic model. Semantic models "Genus and species", "Whole-part", "Definition", "Properties", etc. Use of semantic models in speech preparation. Disposition. The purpose of plans, and types of plans. Models and patterns of reasoning. Description of the subject of speech. The main strategies of narration. The classic model of speech-explanation (chriya). Elocution. Rhetorical top (metaphor, metonymy, irony, paradox, allegory). Rhetorical figure (antithesis, gradation, repetition, period). Role of rhetorical tropes and rhetorical figures in speech. Means of dialogisation of speech (rhetorical exclamation, rhetorical question, introduction of someone else's speech). Various types of analysis of fragments of speech. Speech editing. | 4 |  |  |   |
| <b>Section III. Speech culture.</b>             |   |   |  |  |   |
| Topic 5: Culture of speech and its normativity. | Aspects of speech culture. Norms of orthoepy, lexicon, morphology, syntax of literary Russian. Functional styles of speech. The conditions for the effectiveness of speech. The basics of speech culture. Clarity, precision, emotionality. Dialectisms. Jargonisms. The expressiveness of speech. drawing up text concepts from given texts. Features of compositions of texts of different types: description, narration, argumentation.  | 2 |  |  |   |
| Topic 6: Orthoepic norms and vocabulary         | Orthoepic norms of the Russian literary language. Peculiarities of pronunciation of consonants and vowels in borrowed words. Peculiarities of accent in Russian. Variation in pronunciation. Lexical norms. Homonyms. Synonyms. Paronyms. Antonyms. Morphological norms. Peculiarities of the gender of nouns. Endings of nouns. Numbers of nouns. Declension of nouns and numeral names.   | 2 |  |  |   |

|   |   |           |          |          |          |
|---|---|-----------|----------|----------|----------|
|   | Syntactic rules. Coordination of subject and predicate  |           |          |          |          |
| <b>Section IV: Logical reasoning in public speaking</b> |   |           |          |          |          |
| Topic 7:<br>Theoretical argumentation.                  | Logical reasoning. Theoretical argumentation. Ways of persuasion. Traps of language. Persuasive evidence. Thesis. Argument. Proof. The architecture of proof. Direct and indirect evidence. Types of indirect evidence. Refutation. The scope of evidence. Systemic argumentation. The condition of compatibility. Compliance with general principles. Principle of simplicity. Principle of habituality. The principle of universality. Principle of beauty. Methodological arguments. Criticism of methodologicalism. The limitations of methodological argumentation. The limits of justification. | 4         |          |          |          |
| Topic 8:<br>Techniques of mind manipulation             | Techniques of persuasion and influence. Verbal and non-verbal means of a speaker. Traps of language and black rhetoric as methods of manipulation. Incorrect methods of argumentation. Direct and indirect evidence. Types of indirect evidence. Refutation. Laws of persuasion. Interpretation (reading) of the most common gestures and postures, characteristics of looks and facial expressions. Functions of gestures in professional communication (graphic, reactive, indicating, regulating). Use of verbal and non-verbal techniques of Russian orators.                                     | 4         |          |          |          |
| <b>Section V. Business communication.</b>               |   |           |          |          |          |
| Theme 9: Culture of business communication.             | Etiquette norms in the behaviour of a modern lawyer. Business etiquette in national cultures. Business meetings, meetings, their characteristics. Business negotiations. Types of negotiations. Technology and tactics in the negotiation process. Logic in the negotiation process. Business telephone conversation. Written business speech.  | 4         |          |          | 2        |
| <b>Control hours:</b>                                   |   |           |          |          | <b>0</b> |
| <b>Total hours:</b>                                     |   | <b>32</b> | <b>0</b> | <b>0</b> | <b>4</b> |

## 5. TEACHING AND LEARNING TOOLS OF THE COURSE

### 5.1 Recommended literature

| Bibliographic description of the publication (author, title, type, place and year of publication, number of pages)   | Digital resources   |
|--|---|
| Polyakova, Svetlana Evgenievna. Logic and Theory of Argumentation : textbook / S.E. Polyakova, O.A. Bartashova, S.V. Kisileva ; Ministry of Education and Science of the Russian Federation, Saint Petersburg State University of Economics, Department of Language Theory and Translation Studies. Saint Petersburg : Publishing house of SPbSEU, 2017. | <a href="https://opac.unecon.ru/elibrar ... 82%D0%B0%D1%86%D0%B8%D0%B8.pdf">https://opac.unecon.ru/elibrar ... 82%D0%B0%D1%86%D0%B8%D0%B8.pdf</a> |
| Rhetoric : textbook / author-compiler. I. N. Kuznetsov. - 7th ed. - Moscow : Publishing and Trading Corporation "Dashkov and K", 2020. - 558 c.  | <a href="https://znanium.com/catalog/document?id=358523">https://znanium.com/catalog/document?id=358523</a>                                       |

### 5.2 List of software (including national production)

- 7-Zip
- LibreOffice
- ОС АЛТ образование 10

### 5.3 List of reference systems and modern professional databases

| №   | Name of reference systems and professional databases  |
|-----|---|
| 1.  | Digital library Grebennikon.ru – <a href="http://www.grebennikon.ru">www.grebennikon.ru</a>   |
| 2.  | Science Digital Library eLIBRARY – <a href="http://www.elibrary.ru">www.elibrary.ru</a>   |
| 3.  | Science Digital Library КиберЛеника – <a href="http://www.cyberleninka.ru">www.cyberleninka.ru</a>                                      |
| 4.  | Database ПОЛПРЕД Справочники – <a href="http://www.polpred.com">www.polpred.com</a>   |
| 5.  | Database OECD Books, Papers & Statistics on the platform OECD iLibrary <a href="http://www.oecd-ilibrary.org">www.oecd-ilibrary.org</a> |
| 6.  | Legal reference system КонсультантПлюс (installed resource UNECON or <a href="http://www.consultant.ru">www.consultant.ru</a> )         |
| 7.  | Legal reference system «ГАРАНТ» (installed resource UNECON or <a href="http://www.garant.ru">www.garant.ru</a> )                        |
| 8.  | Information and referral system «Кодекс» (installed resource UNECON or <a href="http://www.kodeks.ru">www.kodeks.ru</a> )               |
| 9.  | Digital library system BOOK.ru - <a href="http://www.book.ru">www.book.ru</a>   |
| 10. | Digital library system ЭБС ЮРАЙТ – <a href="http://www.urait.ru">www.urait.ru</a>   |
| 11. | Digital library system ЗНАНИУМ (ZNANIUM) – <a href="http://www.znanium.com">www.znanium.com</a>   |
| 12. | Digital library UNECON – <a href="http://opac.unecon.ru">opac.unecon.ru</a>   |

## 6. TECHNICAL FACILITIES

There are special rooms for lectures, seminars, coursework, group and individual consultations, current and interim assessments, as well as rooms for self-study.

The premises are equipped with equipment and teaching aids.

The rooms for students' independent work are equipped with computers with Internet connection and access to the university's electronic learning environment.

| Name of classroom   | Classroom location  |
|---|---|
| Classroom 2009 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Special furniture and equipment: Educational furniture for 122 seats (study table 61 pcs., chairs 122 pcs.), the teacher's workplace, desk m/m, drawer 1 pc, chalk board 1 pc (3 sections), chair 1 pc, drawer 1 pc, chair 1 pc, Chair 2 pcs., Intel i3-2100 2.4 Ghz /4Gb/500Gb/Acer V193 19" - 1 pc, Sound projector Yamaha YSP-3000 - 1 pc, Projector stand with camera decks - 1 pc, Projection screen draper - 1 pc, Multimedia projector Type 2 Panasonic PT-VX610E - 1 pc, Screen Media D1 ceiling bracket - 1 pc. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids. | 191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P |
| Classroom 2011 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Specialized furniture and equipment: Educational furniture for 118 seats, teacher's workplace, desk - 1 pc, chalk board (3 sections) - 1 pc, marker board - 1 pc, desk - 1 pc, desk - 1 pc, drawer - 1 pc, chair - 3 pcs., Computer Intel i3-2100 2.4 Ghz /4Gb/500Gb/Acer V193 19" - 1 pc, ScreenMedia Champion 244x183cm SCM-4304 - 1 pc, Panasonic PT-VX610E multimedia projector - 1 pc. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.  | 191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P |
| Classroom 2028 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Specialized furniture and equipment: Educational furniture for 44 seats, teacher's workplace, chalk board (one section) - 1 pc, chair - 1 pc, table - 1 pc, chair - 3 pcs. Portable multimedia set: HP 250 G6 1WY58EA laptop, LG PF1500G multimedia projector. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.   | 191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P |
| Classroom 2045 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Specialized furniture and equipment: Educational furniture for 78 seats, teacher's workplace, chalk board (3 sections) - 1 pc, chair - 1 pc, chairs - 2 pcs. Portable multimedia set: HP 250 G6 1WY58EA laptop, LG PF1500G multimedia projector. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.   | 191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P |
| Classroom 2052 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Specialized furniture and equipment: Educational furniture for 88 seats, teacher's workplace, chalk board (3 sections) - 1 pc, desk - 1 pc, table - 2 pcs, chair - 2 pcs, Computer Intel i3-2100 2.4 Ghz/500/4/Acer V193 19" - 1 pc, Multimedia projector Type 2 Panasonic PT-VX610E - 1 pc, ScreenMedia Champion 244x183cm SCM-4304 motorized screen - 1 pc, MW Cinerollo 200*200cm manual spring loaded screen - 1 pc, Multimedia projector Type 2 Panasonic PT-VX610E - 1 pc. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.   | 191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P |
| Classroom 2060 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Specialized furniture and equipment: Educational furniture for 82 seats, a teacher's workplace, chalk board (3 sections) - 1 pc., chair - 1 pc., table - 1 pc., chair - 2 pcs., Computer Intel i3-2100 2.4 Ghz/500/4/Acer V193 19" - 1 pc., Multimedia projector Panasonic PT-VX610E - 1 pc., Screen with electric drive ScreenMedia Champion 203x153cm (SCM-4303) - 1 pc. Sets of display equipment and visual aids: multimedia  | 191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P |

|   |   |
|---|---|
| applications for lecture courses and practical sessions, interactive teaching and visual aids.  |   |
| Classroom 2061 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Specialized furniture and equipment: Educational furniture for 80 seats, teacher's workplace, table - 1 pc, chalk board (3 sections) - 1 pc, pulpit - 1 pc, chairs - 2 pcs. Portable multimedia set: HP 250 G6 1WY58EA laptop, LG PF1500G multimedia projector. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.  | 191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P |
| Classroom 2023 Computer room (for practical classes, course design (coursework) using computer technology), equipped with a multimedia system. Specialized furniture and equipment: Educational furniture for 48 seats, teacher's workplace (computer desk - 1 pc.), wheeled marker board - 1 pc, 3 sectional marker board - 1 pc, desk - 1 pc, iso chair - 7 pcs, chair -1 pc, blinds - 3 pcs., Computer i5-8400/8GB/500GB_SSD/Viewsonic VA2410-mh -34 pcs, Switchboard Cisco Catalyst 2960-48PST-L (including SmartNet Service Contract CON-SNT-2964STL) - 1 pc, Wi-Fi Access Point Type1 UBIQUITI UAP-AC-PRO - 1 pc, NEC M350 X projector - 1 pc, Local Area Network Switch (48 ports) Cisco WS-C2960+48PST-L - 1 pc, ProCurve Switch 2626 - 1 pc, Intel pentium x2 g3250 computer /500gb / philips 21.5' monitor - 1 pc, Ubiquiti IP video camera - 1 pc, Wireless access point/UNI FI AP PRO/Ubiquiti - 1 pc. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids. | 191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P |
| Classroom 2034 Computer room (for practical classes, course design (coursework) using computer technology), equipped with a multimedia system. Specialized furniture and equipment: Educational furniture for 25 seats, teacher's workplace (table 1pc., chair 1pc.), marker board 1pc, Rack hanger 2pcs, chairs 3pcs.Computer I5-7400/8Gb/1Tb/DELL S2218H - 21pcs, Network switch Cisco WS-C2960-48TT-L (Catalyst2960) 48-ports 10/100Mbps+2p - 1 pc, Switchboard Cisco Catalyst 2960 24 WS-C2960-24PC-L - 1 pc. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.  | 191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P |

## 7. METHODOLOGICAL GUIDELINES FOR STUDENTS

The following documents should be made available to the trainee before the start of the course:

- training and methodological documentation;
- local normative acts regulating the main issues of the organisation and implementation of educational activities, including those regulating the procedure for current monitoring and interim assessment of students;
- the schedule of consultations of the teaching staff.

The level and depth of mastering the discipline is determined by the active and systematic work of students in lectures, seminars, independent work, including in terms of identifying the most significant and relevant problems for further study. A special condition for qualitative mastering of the discipline is an effective organisation of work, which allows distributing the academic workload evenly in accordance with the schedule of the educational process.

When preparing for classes, students have the opportunity to attend consultations with the staff of UNECON according to the timetable set out in the schedule of consultations.



The students' in- and out-of-classroom work should aim to form:

- the fundamentals of the learner's world view and scientific understanding;
- basic knowledge relevant to the training area and the declared professional field, forming the target and professional basis for training;
- professional competences oriented towards the needs of the labour market;
- an individual trajectory by mastering a unique set of professional competences that complement the learner's competence model, through a focus on specific professional specialised areas of knowledge defined by labour market representatives;
- meta-skills for learners, such as teamwork and leadership, data analysis, digital skills, project design and implementation, intercultural interaction.

## **8. SPECIFICATIONS FOR TEACHING DISABLED PERSONS**

Students with disabilities, if necessary, are taught on the basis of an adapted work programme using special teaching methods and didactic materials that take into account the particularities of their psychophysical development, individual capacities and health status.

In order for disabled persons and persons with disabilities to master the curriculum, the University shall ensure that:

- for the visually impaired and visually impaired: availability of information on the timetable in accessible places and adapted forms for learners who are blind or visually impaired; presence of an assistant to assist the learner as needed; production of alternative formats of teaching materials (large print or audio files);
- for the hearing-impaired and hearing-impaired: adequate sound reproduction of information;
- for persons with disabilities and persons with mobility impairments: the possibility of unimpeded access for students to classrooms, restrooms and other areas of the department, as well as their stay in these areas.

Learners with disabilities and persons with disabilities are provided with printed and/or electronic educational resources in forms adapted to their disabilities. The education of students with disabilities may be organised with other students or in separate groups or organisations.

## ASSESSMENT RESOURCES

### 1.1 Control tasks and assignments for interim attestation

Is not provided by the work programme of the discipline.

### 1.2 Topics for written task

Is not provided by the work programme of the discipline.

### 1.3 Interim checkpoints

| Number | Type       | Method of conduct                                   | Topic number |
|--------|------------|---|--------------|
| 1      | Test       | By means of technical tools and information systems | 1-3          |
| 2      | Test       | By means of technical tools and information systems | 4-7          |
| 3      | Monitoring | By means of technical tools and information systems | 8,9          |

### 1.4 Other assessment objects

Is not provided by the work programme of the discipline.

### 1.5 Self-study

| Name of self-study                    | Topic number |
|---------------------------------------|--------------|
| Preparation of reports, presentations | 2-4          |

### 1.6 Grading scale

Scales of assessment and procedures for assessing learning outcomes of the discipline are regulated by the Regulations on the current control of progress and interim attestation of students in higher education programmes and the Regulations on the scoring and rating system.

**A grading and rating system** is used to assess the learning outcomes of the discipline:

The final control of the discipline is an examination (or a differentiated test), the final grade being formed in accordance with the scale given in the table below:

| Points | Grade      |
|--------|------------|
| <55    | Not passed |
| >=55   | Passed     |

## Grading scale

|                   |   |
|-------------------|---|
| 2 (points to 54)  | Demonstrates a lack of understanding of the problem. Many of the requirements of the assignment are not met.<br>An initial perception of the material is demonstrated. The work is incomplete and/or plagiarised.   |
| 3 (points 55-69)  | Demonstrates a partial understanding of the problem. Most of the requirements of the task have been met.<br>Mastery of the elements of the assigned material. The material is mostly clear and coherent.  |
| 4 (points 70-84)  | Demonstrates considerable understanding of the issue by the discipline. All requirements of the assignment are fulfilled.<br>The content of the completed tasks is disclosed and examined from different perspectives.  |
| 5 (points 85-100) | Demonstrates full understanding of the problem. All requirements of the assignment are fulfilled.<br>Demonstrates proficiency in the discipline. The completed assignments are holistic, complete, structured, present different points of view and demonstrate creativity. |