

Academic Year: ( 2019 / 2020 )

Review date: 04-09-2018

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: ELIAS PEREZ, CARLOS JOSE

Type: Electives ECTS Credits : 6.0

Year : Semester :

#### REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

News reporting  
Theory and Analysis of the Audiovisual Documentary

#### OBJECTIVES

Students have to recognize the fundamentals of persuasive public speaking (oratory), using those skills to establish a more effective communication with the public as well as through the mass media discourse.

#### DESCRIPTION OF CONTENTS: PROGRAMME

- Lecture 1.- Speech, rhetoric and media
- Lecture 2.- How to keep the attention of the audience: the scenario
- Lecture 3.- The persuasive speech
- Lecture 4.- Rhetorical tools
- Lecture 5: Analysis of historical discourses
- Lecture 6.-Storytelling in the speech
- Lecture 7.- The political debate
- Lecture 8.- The debate in other areas
- Lecture 9.- Public speaking in an interview
- Lecture 10.- Leagues of debate

#### LEARNING ACTIVITIES AND METHODOLOGY

The course consists of two different parts:  
First, a theoretical part, where students get an introduction to the craft of public speaking, practicing the preparation and delivery of persuasive speeches.

A PRACTICAL part in which the students will write their own speeches and read them in class

A relevant part of the course is the analysis of the documentary By the People: The Election of Barack Obama

#### ASSESSMENT SYSTEM

<b>% end-of-term-examination:</b>	60
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	40

The final grade for this course will be the sum of the following elements:

- Individual assignments (40%).
- Final theoretical exam (60%).

#### BASIC BIBLIOGRAPHY

- Lucas, S.E. The art of public speaking, New York: McGraw-Hill, 2007
- VV.AA. Public speaking: The virtual text, The Public Speaking Project. [Online]: <http://publicspeakingproject.org/psvirtualtext.html>, 2011

#### BASIC ELECTRONIC RESOURCES

- TED Conferences . TED: <https://www.ted.com/>