

Mass media oratory

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

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