

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

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

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

% end-of-term-examination: 60

% of continuous assessment (assignments, laboratory, practicals...): 40

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/>