

Mass media oratory

Academic Year: (2023 / 2024)

Review date: 15-07-2023

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)

This course is part of the Jean Monnet Chair "EU, Disinformation and Fake News". It is recommended that students have knowledge of the subject
News reporting

<https://www.uc3m.es/investigacion/catedras-investigacion/jean-monnet-chair-eu-disinformation-fake-news>

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.
Students must know how to detect the fake news and be competent in fact checking techniques
The student understands that the European Union is above all a collective communication project.

DESCRIPTION OF CONTENTS: PROGRAMME

Part 1

Speech, Rhetoric and the Media

Topic 2.- Memorable speeches throughout history: Pericles, Cicero, Luther King, Kennedy, Obama

Theme 3.- Elements of a good speech. From rhetorical tools to stage control

Topic 4.- From Storytelling to Storydoing

The spokesman as a speaker: from press conferences to interviews

Theme 6.- The political debate: from state craft to stage craft

Part 2 Jean Monnet Chair: "EU, disinformation and fake news"

These contents will be taught in the first part of the subject in a transversal way

Topic 7.- Disinformation and fake news: fact checking and how to detect hoaxes

Topic 8.- The discourse in politics: from spin doctor to story spinner and Facebook politics

Topic 8.- Populist discourses: from Brexit and anti-European rhetoric to anti-science

Item 9.- Disinformation and fake news in election campaigns.

Topic 10.- European communication: parliamentary, social, media and scientific discourse in the EU

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.

The second part deals with fake news in speeches and fact checking techniques. It is part of the Jean Monnet chair of "EU, Disinformation and Fake News".

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

They must also submit the first chapter of a novel (as a storytelling technique)

They will participate in a collective fact checking project

As far as possible, a plenary session of the Spanish Parliament will be attended to analyse political discourse and oratory

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

- Elías, C Science on the Ropes. Decline of Scientific Culture in the Era of Fake News, Springer-Nature, 2019
- Lucas, S.E. The art of public speaking, New York: McGraw-Hill, 2007
- Standage, T Writing in the Wall. Social Media the First 2.000 Years, Bloomsbury, 2013
- 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/>