Appendix No. 1.5 to the Resolution No. 7/2023
of the Rector of the University of Rzeszów

# SYLLABUS

**REGARDING THE QUALIFICATION CYCLE FROM 2024 TO 2027**
**ACADEMIC YEAR 2025/2026**

## 1. BASIC COURSE/MODULE INFORMATION

| | |
|---|---|
| Course/Module title | Public Speaking |
| Course/Module code * | K19 |
| Faculty (name of the unit offering the field of study) | College of Humanities |
| Name of the unit running the course | Institute of Modern Languages |
| Field of study | Media, Visual and Social Communication |
| Qualification level | Bachelor's degree |
| Profile | general academic |
| Study mode | full-time |
| Year and semester of studies | Year 2, semester 3 |
| Course type | major |
| Language of instruction | English |
| Coordinator | dr Jarosław Kinal |
| Course instructor | dr Jarosław Kinal |

* - as agreed at the faculty

### 1.1. Learning format – number of hours and ECTS credits

| Semester (no.) | Lectures | Classes | Laboratories | Seminars | Practical classes | Internships | others | **ECTS credits** |
|---|---|---|---|---|---|---|---|---|
| 3 | | 30 | | | | | | 4 |

### 1.2. Course delivery methods
- conducted in a traditional way

### 1.3. Course/Module assessment (exam, pass with a grade, pass without a grade)
- pass with a grade

## 2. PREREQUISITES

| |
|---|
| none |

## 3. Objectives, Learning Outcomes, Course Content, and Instructional Methods

### 3.1. Course/Module objectives

| | |
|---|---|
| O1 | Presentation of techniques and strategies for public speaking |
| O2 | Familiarising the student with the ways of influencing the crowd |
| O3 | To familiarise the student with ways of coping with stress during public speaking |

### 3.2. Course/Module Learning Outcomes (to be completed by the coordinator)

| Learning Outcome | The description of the learning outcome defined for the course/module | Relation to the degree programme outcomes |
|---|---|---|
| LO_01 | The student has knowledge of techniques for modelling reality during public speaking and knowledge of the use of rhetorical strategies | K_W03, KW_04 |
| LO_02 | The student has the ability to adapt presentation style to the audience and the ability to quickly analyse the interest of the crowd | K_U02, K_U06 |
| LO_03 | The student is able to act in an open, transparent and ethical manner and has the ability to work in a group | K_K03, K_K06 |

### 3.3. Course content (to be completed by the coordinator)

A. Lectures

| Content outline |
|---|
| |

B. Classes, laboratories, seminars, practical classes

| Content outline |
|---|
| The basics of public speaking: Understanding the elements of an effective speech. |
| Speaking techniques: Developing verbal and non-verbal skills, including the use of body language. |
| Structure and organisation of speeches: Learning how to build a logical and persuasive speech structure. |
| Preparation and use of visual aids: Effective use of slides, graphics, and other tools to support the speech. |
| Dealing with stage fright: Strategies for overcoming the fear of public speaking. |
| Practical speaking exercises: A series of short speeches prepared by course participants, with feedback from the presenter and the group |

Analysis and critique of speeches: Learning to evaluate public speeches in terms of content, structure, delivery, and effect on the audience.

### 3.4. Methods of Instruction

**TEXT ANALYSIS WITH DISCUSSION, GROUP WORK, CASE STUDY ANALYSIS**

## 4. Assessment techniques and criteria

### 4.1 Methods of evaluating learning outcomes

| Learning outcome | Methods of assessment of learning outcomes (e.g. test, oral exam, written exam, project, report, observation during classes) | Learning format (lectures, classes,...) |
|---|---|---|
| LO_01 | PRACTICAL PROJECT, TEDX-STYLE SPEECH | CLASSES |
| LO_02 | PRACTICAL PROJECT, TEDX-STYLE SPEECH | CLASSES |
| LO_03 | OBSERVATION DURING CLASSES | CLASSES |

### 4.2 Course assessment criteria

The final grade will be determined based on the following components:

- **TEDx-Style Speech (60%):**
  - Preparation and Delivery of a 7-minute TEDx-style speech on a topic chosen and agreed upon with the instructor.
  - **Assessment Elements:**
    - **Content and Research (15%):**
      - Innovation and depth of the topic.
      - Quality and credibility of supporting research.
      - Clarity and organization of ideas.
    - **Rhetorical Techniques (15%):**
      - Effective use of rhetorical devices and persuasive strategies.
      - Use of attention-getting strategies (e.g., storytelling, humor, compelling visuals).
      - Adaptation to the audience.
    - **Delivery (20%):**
      - Verbal aesthetics (e.g., vocal variety, pace, articulation).
      - Non-verbal aesthetics (e.g., eye contact, body language, confidence).
      - Overall presentation style and engagement.
- **Class Participation and Engagement (20%):**
  - Active participation in class discussions and activities.
  - Constructive feedback provided to peers during practice speeches.
  - Demonstrated engagement with course materials and concepts.
- **Practical Project(20%):**
  - Developing verbal and non-verbal skills, including the use of body language.
  - Analysis and critique of speeches: Learning to evaluate public speeches in terms of content, structure, delivery, and effect on the audience.

The following is the overall grading scale for the entire course:

- 93-100%: A (Excellent)

- 85-92%: B (Very Good)
- 77-84%: C (Good)
- 69-76%: D (Satisfactory)
- 60-68%: E (Pass)
- 0-59%: F (Fail)

## 5. Total student workload needed to achieve the intended learning outcomes – number of hours and ECTS credits

| Activity | Number of hours |
|---|---|
| Course hours | 30 |
| Other contact hours involving the teacher (consultation hours, examinations) | 10 |
| Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.) | 40 |
| Total number of hours | 80 |
| Total number of ECTS credits | 4 |

* one ECTS point corresponds to 25-30 hours of total student workload

## 6. Internships related to the course/module

| | |
|---|---|
| Number of hours | |
| Internship regulations and procedures | |

## 7. Instructional materials

Compulsory literature:

Lucas, S. E. (2020). The Art of Public Speaking (13th ed.). McGraw-Hill Education.
Anderson, C. (2016). TED Talks: The Official TED Guide to Public Speaking. Houghton Mifflin Harcourt.
Duarte, N. (2010). Resonate: Present Visual Stories that Transform Audiences. Wiley.

Complementary literature:

Gallo, C. (2014). Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds. St. Martin's Griffin.
Dale Carnegie & Associates. (2011). The 5 Essential People Skills: How to Assert Yourself, Listen to Others, and Resolve Conflicts. Simon & Schuster.
Leith, S. (2012). You Talkin' To Me?: Rhetoric from Aristotle to Obama. Profile Books.

Approved by the Head of the Department or an authorised person