Facultatea de Studii Europene

Str. Emmanuel de Martonne nr. 1, 400090 Cluj-Napoca
Tel.: 0264-593770
Fax: 0264-590251
euro.ubbcluj.ro

Course syllabus

Academic year 2023-2024

1. Information about the program

1.1 Higher Education Institution	Babeş-Bolyai University Cluj-Napoca
1.2 Faculty	European Studies
1.3 Department	European Studies and Governance
1.4 Field of study	International Relations and European Studies
1.5 Study level	Master
1.6 Programme of study/ Qualification	International Communication

2. Information about the discipline

2.1. Module	**Public speaking**					
2.2. Course holder	**Assoc. Prof. Dr. Adrian-Gabriel Corpădean**					
2.3. Seminar holder	**Assoc. Prof. Dr. Adrian-Gabriel Corpădean**					
2.4. Year of study	**1**	2.5. Semester	**1**	2.6. Type of assessment[1]	**C**	2.7. Type of module[2]	**OB.**

3. Total estimated time (teaching hours per semester)

3.1 No. of hours per week	**2**	3.1 of which for course	**1**	3.3 of which for seminar		**1**
3.4 Total no. of hours in the curriculum	**28**	3.5 of which for course	**14**	3.6 of which for seminar		**14**
Time distribution:						Hours
Study by using handbook, reader, bibliography and course notes						**50**
Additional library/specialised online research, field research						**16**
Preparation of seminars/laboratories, homework, projects, portfolios and essays						**40**
Tutoring						**16**
Examinations						**4**
Other activities:						

3.7 Total no. of hours for individual study	**60**
3.8 Total no. of hours per semester	**88**
3.9 No. of ETCS credit points	**5**

4. Prerequisites (where applicable)

4.1 of curriculum	● -
4.2 of competencies	● knowledge of English language

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[1] E - exam, ME - multi-term examinations, C - collocutional examination/assessment test
[2] OB - core module, OP - elective module, F - extracurricular module

5. Conditions (where applicable)

5.1 For the development of the course	•
5.2 For the development of the seminar/laboratory	• minimal attendance: 75%

6. Specific skills acquired

Professional skills	C3.To use analytical methodologies in the area of international relations and European affairs C5. To provide assistance in the area of international negotiation and mediation between groups with divergent interests C6. To provide assistance in the management of relations within organisations and institutions involved in European and international processes
Interdisciplinary skills	CT1. To manage information pertaining to the resolution of complex tasks in context (reception, transmission, modification and storage of information in specific documents), also by using an international language at an advanced level and a second one, at an intermediate or advanced level CT2. To apply effective multidisciplinary team work techniques at various hierarchical levels CT3. To objectively perform a self-assessment of the need for professional training aimed at insertion and adaptability to the requirements of the labour market

7. Course objectives (based on list of acquired skills)

7.1 General objective	• To develop students' public speaking abilities, in terms of preparation, delivery and analysis, through simulations covering a broad range of professional situations.
7.2 Specific objectives	• To improve students' preparation skills prior to delivering a speech, in matters of content, organisation and nervousness. • To develop oral communication skills in concrete professional situations requiring adaptability. • To enhance the effectiveness, quality and fluency of students' professional speeches.

8. Contents

8.1 Course	Teaching methods	Observations
1. Introduction to the 'art' of public speaking	Brainstorming	Carnagey, Dale, Esenwein Berg, J., *The Art of Public Speaking*, Project Gutenberg EBook, 2005.
2. Types of speeches, types of audiences	Interactive presentation	Nikitina, Arina, *Successful public speaking*, Bookboon, 2011.

3. How to prepare and structure a public speech: verbal and non-verbal guidelines	Analysis and simulation	Gareis, Elisabeth, *Guidelines for public speaking,* Baruch College, New York, 2006.
4. Overcoming nervousness or stage fright	Lecture, example analysis	Gareis, Elisabeth, *Guidelines for public speaking,* Baruch College, New York, 2006.
5. Techniques of delivering a public address	PowerPoint presentation	Nikitina, Arina, *Successful public speaking*, Bookboon, 2011.
6. Key phrases, linkers and buzzwords in public speaking	Graphic support presentation, brainstorming	Jones, Rodney H., *Discourse analysis,* Routledge, 2012.
7. Collecting feedback and evaluating one's speech	Lecture, example analysis	Jones, Rodney H., *Discourse analysis,* Routledge, 2012.

Compulsory bibliography
1. Carnagey, Dale, Esenwein Berg, J., *The Art of Public Speaking*, Project Gutenberg EBook, 2005: http://library.umac.mo/ebooks/b17773544.pdf.
2. Gareis, Elisabeth, *Guidelines for public speaking,* Baruch College, New York, 2006: https://weissman.baruch.cuny.edu/wp-content/uploads/sites/20/2020/09/Guidelines.pdf.
3. Jones, Rodney H., *Discourse analysis,* Routledge, 2012: https://www.academia.edu/34028847/DISCOURSE_ANALYSIS_A_resource_book_for_students_PDF_Editor.
4. Nikitina, Arina, *Successful public speaking*, Bookboon, 2011: http://thuvienso.bvu.edu.vn/bitstream/TVDHBRVT/15291/1/Successful-Public-Speaking.pdf.

Optional bibliography
1. Gee, James Paul, *An introduction to discourse analysis*, Routledge, 1999: http://www.fib.unair.ac.id/jdownloads/Materi%20Kuliah/Magister%20Kajian%20Sastra%20dan%20Budaya/Analisis%20Wacana/an_introduction_to_discourse_analysis_theory_adn_method_james_paul_gee_routledge_1999.pdf.
2. *Speaking in public: speech delivery*: https://www.pearsonhighered.com/assets/samplechapter/0/2/0/5/0205627870.pdf.

* contents available on-line

8.2 Seminar / Laboratory	Teaching methods	Observations
1. Students' introduction. Experience with public speaking	Individual presentations	-
2. Analysing a political speech: do's and don'ts	Group debate	Chilton, Paul, *Analysing political discourse. Theory and practice,* Routledge, 2004.
3. Preparing and delivering a political/electoral speech	Simulation	Dickson, Eric S., Scheve, Kenneth, *Social Identity, Political Speech, and Electoral Competition*, 2005.
4. Academic speeches: the specifics	Simulation	*Public Speaking Practice and Ethics*, Creative Commons, 2012.
5. Diplomatic addresses: combining protocol and effectiveness	Simulation	Chilton, Paul, *Analysing political discourse. Theory and practice,* Routledge, 2004.

6. Advertising speeches: persuasion techniques	Simulation, in groups	Cialdini, Robert, Goldstein, Noah, *The science and practice of persuasion*, Cornell University, 2002.
7. Acceptance speeches: how to be assertive	Simulation	*Public Speaking Practice and Ethics*, Creative Commons, 2012.

Compulsory bibliography

1. Chilton, Paul, *Analysing political discourse. Theory and practice,* Routledge, 2004: http://voidnetwork.gr/wp-content/uploads/2016/10/Analysing-political-discourse-Theory-and-Practice-by-Paul-Chilton.pdf.
2. Cialdini, Robert, Goldstein, Noah, *The science and practice of persuasion*, Cornell University, 2002: https://www.influenceatwork.com/wp-content/uploads/2012/02/Cornell-HotelRestAdminQrtly.pdf.
3. Dickson, Eric S., Scheve, Kenneth, *Social Identity, Political Speech, and Electoral Competition*, 2005: https://www.researchgate.net/publication/239760772_Social_Identity_Political_Speech_and_Electoral_Competition.
4. *Public Speaking Practice and Ethics*, Creative Commons, 2012: https://2012books.lardbucket.org/pdfs/public-speaking-practice-and-ethics.pdf.

Optional bibliography

1. Schreiber, Lisa, Hartranft, Morgan, *Introduction to public speaking*, ch. 1, Millersville University: https://www.mrgrenier.com/uploads/5/4/3/5/54355903/public_speaking_-_chapter_1_-_introduction.pdf.
2. van Dijk, Teun A., *What is Political Discourse Analysis?*, Universiteit van Amsterdam, 1997, https://e-l.unifi.it/pluginfile.php/909651/mod_resource/content/1/Van%20Dijk%20Waht%20is%20political%20discourse%20analysis.pdf.

9. The correspondence between the content of the course and the expectations of the academic community, professional associations and representative employers in the field

- Students will acquire knowledge and competences in the area of public speaking, which constitutes a major asset from a professional standpoint, since this skill is usually regarded as problematic upon employment and later, in career progress. Furthering the information acquired in other courses, from communication to international affairs and diplomacy, the public speaking course takes a practical, creative approach, matching the most significant steps in the preparation, delivery and evaluation of a speech in official circumstances. The simulations cover a broad spectrum of the labour market, from the corporate environment to politics, public administration and diplomacy, whilst also focusing on the precepts of academic communication.

10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course	Delivery of a final, impromptu speech Questions based on the course	Oral presentation Questions	50
10.5 Seminar/Laboratory	Seminar activity – participation in discussions and simulations	Continuous evaluation	40 + 1 extra point

10.6 Minimum standard of performance
• a minimum of 3 arguments presented in the final speech • the ability to answer medium-difficulty questions based on the contents of the course • active attendance at a minimum of 25% of seminars

Date   Course holder signature   Seminar holder signature

26 September 2023   ....

Date of departmental approval   Head of department signature

29 September 2023