



## COURSE UNIT DESCRIPTION

Course Unit Title	Code
<b>WORKSHOP: PERSUASIVE PUBLIC SPEAKING</b>	

Lecturer(s)	Department(s)
<b>Coordinator:</b> lekt. dr. Giedrė Vaičekauskienė <b>Other(s):</b>	Institute of International Relations and Political Science, Vilnius university, Vokiečių str. 10, LT-01130, Vilnius, tel. +370 52514130, e-mail: tspimi@tspimi.vu.lt

Study cycle	Type of the course unit
First	Elective

Mode of delivery	Course unit delivery period	Language (s) of instruction
Face-to-face	1 (autumn) or 4 (spring) or 6 (spring) semester	English

Requirements for students	
<b>Pre-requisites:</b> -	<b>Co-requisites (if any):</b> -

Number of credits allocated	Total student's workload	Contact hours	Self-study hours
5	130	32	98

Purpose of the course unit: programme competences to be developed		
<p>The course aims to provide knowledge related to the theory and practice of rhetoric and teaches students to employ a variety of rhetorical structures and styles in public speaking with eloquence using English. It develops student's abilities to construct and defend compelling arguments and to analyze the arguments of others, when engaging in civic discourse and making effective changes in society.</p>		
Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
Students will be able to define, explain and creatively apply different concepts and theories of persuasive public speaking in order to identify and advocate the collective solution of various complex global challenges.	Problem-oriented lectures, seminars (text analysis, comparative assessment and systemic analysis of various examples of public speaking, group discussion, case studies, debating, practical exercises), individual studies (searching for information, preparing a speech, critical literature studies)	Active and high-quality participation in seminars, preparing and delivering a speech, final exam.
Students will be able to analyze public speeches in terms of language, arguments, used strategy and tactics, to critically evaluate the received information.		
Students will be able to express ideas and provide arguments orally on different issues related to addressing the global challenges in various professional environments.		
Students will have a solid grasp of rhetorical theories and practices, the concept of rhetoric and its usages in different contexts.		
Students will be able to explicate the issues and problems related to function of persuasive arguments and messages as delivered in public speeches and via contemporary media outlets.		
Students will understand and will be able to apply principles and strategies for effective public communicating with different audiences.		
Students will be able to express ideas and provide arguments orally on different issues and aspects of political science in a relatively accurate manner in terms of language and structure in English (to present, describe, interpret, evaluate and generalize).		
Students will be able to apply basic dialogue speaking principles: express and support opinions, ask and answer questions, agree and disagree, give and take the floor, take		

turns, interrupt and prevent interrupting, follow up on other speakers' points, hesitate, respond to tough questions, reflect on idea.		
Students will be able to actively and productively participate and collaborate in cross-cultural team activities, as well as to ensure group members integration by applying ethical values and moral sensibility in respect to cultural and social diversity.	Seminars (text analysis, comparative assessment and systemic analysis of various examples of public speaking, group discussion, case studies, debating, practical exercises)	Active and high-quality participation in seminars
Students will be able to provide constructive feedback on the speech of others and they will be able to assess the value of such criticism and feedback on one's own speech and to incorporate it by demonstrating self-awareness in reflecting personal communication style.	Problem-oriented lectures, seminars (text analysis, comparative assessment and systemic analysis of various examples of public speaking, group discussion, case studies, debating, practical exercises), individual studies (searching for information, preparing a speech, critical literature studies)	Active and high-quality participation in seminars, preparing and delivering a speech

Content: breakdown of the topics	Contact hours						Self-study work: time and assignments		
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work	Contact hours	Self-study hours	Assignments
1. Introduction to rhetoric. What is rhetoric? The importance of effective communication. The history of rhetorical study (from the ancient Greeks to the modern-day).	2						2	10	<p>Read and analyse: Marcus Tullius Cicero, <i>How to Win an Argument. An Ancient Guide to the Art of Persuasion</i>, 2016, pp. 8-40.</p> <p>Prepare one example of a difficult argument that we will briefly discuss in class. You will exchange your situation with a situation prepared by another student. And will prepare a strategy of how to win that argument following Cicero's advice.</p> <p>Recommended readings: Walter Lippmann, <i>Public Opinion (Classic Political Work)</i>, 2007, pp. 29-39, 133-93; J. Herrick, <i>The History and Theory of Rhetoric</i>, 2016, pp. 33-63, 265-97.</p>
2. Rhetoric and democracy			2				2	8	<p>Practical exercise: in groups of 4 talk through your situation and a strategy of how you were planning to win the argument based on Cicero's advice. Group feedback.</p> <p>Preparations for class discussion: Is it always about winning? Rhetoric and its relationship to democracy.</p> <p>Read and analyse the texts: Cicero, <i>On the Ideal Orator</i>, 2001, pp. 6-38; Christian Knock, <i>Deliberative Rhetoric – Arguing about Doing</i>, Chapter "Virtue reversed: Principle Argumentative Vices In Political</p>

									Debate”, Windsor Studies in Argumentation, 2017, pp. 208-2020.
3. Public speaking as a hidden dialogue. The principles of dialogue and debate.			2					<b>2</b>	<b>6</b> Read and analyse: John Michell, Rachel Grenon, Earl Fontainelle, Adina Arvatu, Trivium: The Classical Liberal Arts of Grammar, Logic, & Rhetoric, 2016, pp. 235-295; Cicero, Ten Speeches, 2009, pp. 105-22.  Preparation for practical exercise: Students will work in pairs on the same topic in order to prepare two speeches using different arguments. They would then deliver their speeches in class and open a discussion with each other and student peers.  Recommended readings: Vance Packard, Hidden Persuaders, 2007, pp. 181-243.
4. Story-telling as a tool to foster deliberation	2		2					<b>4</b>	<b>4</b> Read and analyse the text: Polletta F, Lee J., Is Telling Stories Good for Democracy? Rhetoric in Public Deliberation after 9/11, American Sociological Review 71(5), 2006, 71(5): pp. 699-721.  Preparation for practical exercise related to practicing story-telling in discussions.
5. Truth, speaker, audience and the hybrid media system	2							<b>2</b>	<b>4</b> Read and analyse the texts: Davis W Houck, Public Speaking in the 21st Century, 2019 2019, pp. 1-23. Elliot Aronson, Anthony R. Pratkanis, Age of Propaganda: The Everyday Use and Abuse of Persuasion, 2001, pp. 157-207.  Q&A session.
6. How to attract audience’s attention?	1		1					<b>2</b>	<b>6</b> Reading and analysis of course literature: J. L. Austin, How to do Things With Words, 2nd Edition (The William James Lectures), 1975, Lecture I-IV.  Preparation for short practical exercises in groups of 5 practicing attracting audience’s attention while presenting a selected question (teacher provides the topics).
7. Techniques of persuasion: ethos, logos, pathos	1		3					<b>4</b>	<b>8</b> Individual homework analysis – select a well-known speech (e.g., M. L. King “I have a dream”), go through it and define inductive and deductive reasoning, identify instances where it was used; recognize and evaluate the strength of an argument, technique of persuasion used. Prepare to present your conclusions in class. Preparation for class discussion.  Recommended readings: Aristotle, Politics, 1981, Book One, Chapters I-VII.
8. The art of creating speech	1		1					<b>2</b>	<b>10</b> Individual homework assignment – write your own speech on a topic that concerns you. Lecturer will provide feedback in written. During the next couple of classes look for tips on how to best deliver your speech.

									Read and analyse: Tom Chatfield, Critical Thinking: Your Guide to Effective Argument, Successful Analysis and Independent Study, 2017, pp. 41-65, 149-171.
9. Face-to-face communication: dress and gesture			2				2	4	Read and analyse the assigned literature: Sam Leith, Are You Talkin' to Me? Rhetoric from Aristotle to Obama, 2011, pp. 17-41, 117-43.  Preparation for practical exercise in class – reviewing good and bad examples of public speaking, specific attention to dress and gesture. Preparation for class discussion.
10. Visual impressions and audible signs in public speaking (Persuasion of the audience by non-verbal means, relevance of audible signs)			2				2	4	Read and analyse the assigned literature: Davis W Houck, Public Speaking in the 21st Century, 2nd Edition, 2019, pp. 23-47.  Preparation for practical exercise in groups: work in small groups of 3 to discuss and give advice to each other about your own speech and visual impressions as well as audible signs to be used (or not) to persuade your audience during the final presentation.
11. Public speaking across different cultures.	1		1				2	4	Read and analyse: Myron W. Lustig, Koester Jolene, Intercultural Competence: Interpersonal Communication across Cultures, 7th Edition, 2012, pp. 83-106, 165-96.  Practical exercise: analyse different speeches from an international perspective.
12. General requirements for the speaker (tips and tricks – breathing and speech techniques)	1		1				2	4	Read and analyse the assigned literature: Marcus Tullius Cicero, How to Win an Argument. An Ancient Guide to the Art of Persuasion, 2016, pp. 126-141.  Preparation for class discussion.
13. Audience's evaluation. What public speaking the audience welcomes.			4				4	14	Preparation for delivering your speech, giving and receiving feedback from peers, answering questions from the audience.
14. Final exam								12	Preparation for final exam
<b>Total:</b>	<b>11</b>		<b>21</b>				<b>32</b>	<b>98</b>	

Assessment strategy	Weight, percentage	Assessment period	Assessment criteria
Active and high-quality participation in seminars	45	During semester	Each seminar is going to have a number of short practical exercises where students will be trying to put the theoretical knowledge in practice and learn from their mistakes as well as their peers. The following aspects will be considered: a) Ability to grasp and convey factual, conceptual and theoretical knowledge; b) Ability to synthesize and apply concepts and theory to concrete situations; c) Ability to develop a systematic argument based on theory and practice; d) Ability to give constructive feedback to peers.
Preparing and delivering a speech	40	At the end of semester	The speech will be assessed based on the following criteria: a) Factual information is accurate and properly used to support arguments, the information is thoroughly understood (10% of grade); b) Provided arguments are persuasive (10% of grade);

			c) Speech is communicated clearly and confidently, eye contact maintained, excellent voice inflection and delivery rate (10% of grade); d) Audience questions are addressed (10% of grade).
Final exam	15	At the end of the semester	Students will have to answer 30 multiple-choice questions related to theory and practice of persuasive public speaking as discussed during seminars and lectures. All questions of equal value, no usage of course materials will be allowed.

Author	Year of publication	Title	Issue of periodical or volume of publication	Publishing place and house or web link
<b>Compulsory reading</b>				
Malcolm Schofield	2018	Plato: Gorgias, Menexenus, Protagoras		Cambridge University Press
Walter Lippmann	1997	Public Opinion		Free Press
J. L. Austin	1975	How to do Things with Words	2nd Edition (The William James Lectures)	Harvard University Press
Cicero	2001	On the Ideal Orator		Oxford University Press
Cicero	2009	Ten Speeches		Hackett Publishing Company
Aristotle	1981	Politics		London : Penguin Books
Tom Chatfield	2017	Critical Thinking: Your Guide to Effective Argument, Successful Analysis and Independent Study		SAGE Publications Ltd
John Michell, Rachel Grenon, Earl Fontainelle, Adina Arvatu	2016	Trivium: The Classical Liberal Arts of Grammar, Logic, & Rhetoric		Wooden Books
Marcus Tullius Cicero, (James May translation)	2016	How to Win an Argument An Ancient Guide to the Art of Persuasion		Princeton University Press
Davis W Houck	2019	Public Speaking in the 21st Century	2 <sup>nd</sup> Edition	Flip Learning
Elliot Aronson, Anthony R. Pratkanis	2001	Age of Propaganda: The Everyday Use and Abuse of Persuasion		Holt Paperbacks
Lustig, Myron W., Koester Jolene (2012),	2012	Intercultural Competence: Interpersonal Communication across Cultures.	7 <sup>th</sup> Edition	Pearson
Sam Leith	2011	Are You Talkin' to Me? Rhetoric from Aristotle to Obama		Profile Books Ltd
Patricia Roberts-Miller	2005	"Democracy, Demagoguery, and Critical Rhetoric", Rhetoric & Public Affairs	8 (3)	Michigan State University Press
Christian Knock	2017	Deliberative Rhetoric – Arguing about Doing, Chapter “Virtue reversed: Principle Argumentative Vices In Political Debate”	1 <sup>st</sup> Edition	Windsor Studies in Argumentation
Francesca Polletta, John Lee	2006	Is Telling Stories Good for Democracy? Rhetoric in Public Deliberation after 9/11, American Sociological Review.	71 (5)	American Sociological Association
<b>Recommended reading</b>				
Vance Packard	2007	Hidden Persuaders		Ig Publishing
Walter Lippmann	2007	Public Opinion (Classic Political Work)		FQ Classics
F. Luntz	2007	Words That Work		Hyperion
J. Herrick	2016	The History and Theory of Rhetoric		Routledge