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	Familiarizing the student with the ways of influencing the crowd
O3	To familiarize 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 analyze 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 organization 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

e.g. *Lecture: a problem-solving lecture/a lecture supported by a multimedia presentation/ distance learning*
Classes: text analysis and discussion/project work (research project, implementation project, practical project)/ group work (problem solving, case study, discussion)/didactic games/ distance learning
Laboratory classes: designing and conducting experiments

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	CLASSES
LO_02	PRACTICAL PROJECT	CLASSES
LO_03	OBSERVATION DURING CLASSES	CLASSES

4.2 Course assessment criteria

To pass the course, students must prepare and deliver a 7-minute presentation in the TEDx style on a topic chosen and approved by the instructor.

The following elements are evaluated: innovation of the topic (15%), creativity in approach (15%), use of rhetorical mechanisms (15%), application of attention-grabbing strategies (15%), use of supporting materials (10%), non-verbal aesthetics (15%), verbal aesthetics (15%). Detailed criteria are provided at the beginning of the course.

Grading scale:

60-68% - 3.0
69-76% - 3.5
77-84% - 4.0
85-92% - 4.5
93-100% - 5.0

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)	6
Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.)	64
Total number of hours	100
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