

COURSE PROGRAM

Academic Year: 2024/2025

Identification and characteristics of the course				
Code	502992		ECTS Credits	6
Course name (English)	Public Speaking Workshop			
Course name (Spanish)	Taller de Comunicación en Público			
Degree programs	Bachelor Degree in Journalism			
Faculty/School	Faculty of Documentation and Communication Sciences			
Semester	7º	Type of course	Optional	
Module	Theoretical-Practical Specialization in Journalism			
Matter	Professional technical specialization			
Lecturer/s				
Name	Office	E-mail		Web page
Patricia Estévez Jiménez	22A	patriciaej@unex.es		https://campusvirtual.unex.es/portafal/
Subject Area	Journalism			
Department	Information and communication			
Coordinating Lecturer (If more than one)				
Competencies*				
GENERAL COMPETENCIES				
GC1. Analyze the journalistic fact in accordance with current media processes and trends.				
GC3. Knowing the impact of ICT in the journalistic profession.				
GC4. Understand the techniques and processes for the creation and dissemination of journalistic messages in the context of media and institutional relations.				
CORE COMPETENCIES				
CC1. Students have demonstrated possession and understanding of knowledge in an area of study that builds on the foundation of from the base of general secondary education, and is usually at a level that, while relying on advanced textbooks, also includes some aspects that involves cutting-edge knowledge from their field of study.				
CB2. Students are able to apply their knowledge to their work or vocation in a professional manner and possess the competences, usually demonstrated through the development and defence of arguments and problem solving within their field of study.				
CB3. Students have the ability to gather and interpret relevant data (usually within their area of study) in order to make judgments that include reflection on relevant social, scientific or ethical issues.				

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Firmado Por	Javier Trabadela Robles	Firmado	11/07/2024 11:00:14
Observaciones		Página	1/4
Url De Verificación	https://uex09.unex.es/vfirma/code/11b35Af8Q0S6tLqJnF5fQw==		
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CB4. Students are able to convey information, ideas, problems and solutions to both specialized and non-specialized audiences.
CB5. Students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

TRANSVERSAL COMPETENCES

CT2. To produce teamwork as a method of responsible and cooperative learning.
CT3. To demonstrate capacity for innovation and autonomy in the development of professional work.
CT4. To describe the state of the world through its historical evolution.
CT7. To demonstrate the ability to lead professional projects in accordance with the principles of social responsibility.
CT8. To generate capacity to adapt to technological, business and labour changes.
CT9. To value one's own work results and restructure creative and organizational professional processes.
CT10. Develop order and method in professional work: hierarchy, organization and timing of tasks.

SPECIFIC COMPETENCES

SC5 - Adapting the basic principles of psychology to the field of professional communication techniques.

Contents

Course outline

A practical course for the development of oral skills in large and small groups. Techniques for effective communication, structuring speeches, verbal and non-verbal language.

Course syllabus

Lesson 1: Introduction to public speaking for journalists.

How to improvise.
How to plan and structure communication.
How to respond to the media: when the journalist is protagonist of news.
How to respond to the media: when the journalist is the public speaker.
How to communicate in a multicultural and/or international environment.
Analyzing and production of oral techniques.

Lesson 2: Techniques for public speaking for large audiences.

Dialogue vs debate.
How to introduce and moderate a round table or debate.
How to structure a short conference: the TED talk.
Analyzing and production of oral techniques.

Lesson 3: Structuring speech according to the audience.

How to present your final dissertation or research project.

Educational activities


Student workload in hours by lesson		Lectures	Practical activities				Monitoring activity	Homework
Lesson	Total	L	HI	LAB	COM	SEM	SGT	PS
1	56	27						29
2	56	27						29
3	6	4						2
Assessment	32	2						30
TOTAL	150	60						90

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<p>L: Lectures (85 students)</p> <p>HI: Hospital internships (7 students)</p> <p>LAB: Laboratory or field practices (15 students)</p> <p>COM: Computer room or language laboratory practices (20 students)</p> <p>SEM: Problem classes or seminars or case studies (40 students)</p> <p>SGT: Scheduled group tutorials (educational monitoring, ECTS type tutorials)</p> <p>PS: Personal study, individual or group work and reading of bibliography</p>
Teaching Methodologies
<ul style="list-style-type: none"> - Analysis and resolution of practical problems. - Activities to monitor learning. - Compulsory reading. - Discussion of contents in class. - Group work. - Explanation in class of the programmed contents.
Learning outcomes
- Learning public speaking techniques and articulating speeches with eloquence for any type of audience.
Assessment systems
<p>Types of Assessment</p> <p>Assessment of this course is ruled under the <i>Normativa de Evaluación de Titulaciones Oficiales de Grado y Máster de la Universidad de Extremadura</i> (DOE 212, 3 Noviembre 2020).</p> <p>This course offers two types of assessments:</p> <ul style="list-style-type: none"> - Ongoing assessment. - Global assessment. <p>The student will be able to choose at the beginning of the course, through the online Campus, whether he/she wishes to be assessed through ongoing assessment, or at the end of the course through the global assessment. In case he/she does not choose any option during the approved period for that matter, it will be assumed that the student is choosing the ongoing assessment.</p> <p>Ongoing assessment</p> <p>This type of assessment consists of different activities distributed throughout the semester:</p> <ul style="list-style-type: none"> - Final written Exam (30%). - Ongoing assessment (70%). Individual or group work. Class attendance and active participation in the classroom. Activities for ongoing assessment won't be recoverable. <p>In extraordinary exams, the ongoing assessment will count for 50% of the mark, and the rest 50% will correspond to the theoretical part.</p> <p>Global assessment</p> <p>There will be an alternative final exam of global character, that will allow passing the</p>

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course by means of passing this exam. The exam will mean 100% of the mark (10 out of 10) and will consist of a theoretical part (50%) and a practical part (50%).

Assessment criteria

1. Correct writing and speaking, adapted to the journalistic language.
2. Agile, clear and adapted written and spoken language.
3. Scientific rigor and depth in content.
4. It will result in a failing grade:
 - a. Whenever there is a breach of the basic journalistic ethical rules, such as those of the Federation of Press Associations of Spain's *Código Deontológico de la profesión periodística*.
 - b. Any type of fraudulent performance, falsifying of information, copy or impersonation. It is not allowed the use of any materials without consent or license, nor class notes, work from other students, or work that has been already turned in to different courses.

Bibliography (basic and complementary)

ALBEIDA MARCO, M.; PONS, S. (2022) Saber hablar. Instituto Cervantes. Barcelona: Ed. Debate.

ANDERSON, C. (2016). La guía oficial TED para hablar en público. Bilbao: Ediciones Deusto S.A.

RODERO ANTÓN, E. (2003) Locución radiofónica. Madrid: Instituto Oficial de RTVE.

TRUJILLO, J.R. y GARCÍA GABALDÓN, J (2004). Teoría y técnicas. Negociación. Comunicación y cortesía verbal. Madrid: Ediciones 2010 S.L.

Other resources and complementary educational materials

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