

## Description of an Elective Academic Component

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| <b>Academic Component</b>  | Elective Academic Component<br>« <b>Political Rhetoric and Speechwriting</b> »   |
| <b>Level of HE</b>   | First (Bachelor) Level   |
| <b>Title of Specialty / Educational and Professional Program</b> | 291 International Relations, Public Communications and Regional Studies / International Information and Public Communication.  |
| <b>Form of Education</b>   | Full-time  |
| <b>Year, Semester, Duration</b>                                  | 3d year, 5 semester, 5 credits   |
| <b>Semester Control</b>  | Credit   |
| <b>Number of Hours (total: including lectures / practical)</b>   | 150 hours: lectures – 10 hours, practical – 20 hours.  |
| <b>Language of Instruction</b>                                   | English  |
| <b>Department that Provides Teaching the Academic Component</b>  | International Relations Department   |
| <b>Instructor</b>  | Doctor of Political Sciences, Professor<br><b>Nataliia KARPCHUK</b>  |
| <b>Brief Description</b>   |  |
| <b>Requirements for starting studies</b>                         | Command of the Ukrainian language, basic knowledge of terminology related to issues of political communication; willingness to learn and critical thinking.  |
| <b>What will be studied</b>                                      | Specifics of political communication. Models and types of political communication. From the history of rhetoric and speechwriting. Types of speeches and their genre and stylistic features. Rhetorical techniques, manipulative techniques, NLP. Nonverbal and para verbal means of influence. Speech presentation. Work with the customer of the text. Customer training. Dispute. Argument. Analysis of political speeches. |
| <b>Why it is interesting / should be studied?</b>                | In the modern information space of Ukraine, we communicate on various political issues. Moving up the career ladder, implementing political activity, we   |

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|   | <p>must demonstrate the skills of an active orator, capable of persuading, «igniting» others, defending one's position, etc. On the other hand, as recipients of political information, we must be able to critically evaluate the messages of political leaders to adequately understand the direct and hidden meanings. In addition, in today's politicized Ukrainian society, there is a high need for specialists who can write high-quality texts for speeches and provide assistance in their presentations.</p>   |
| <p><b>What you can learn (results)</b></p>                                | <p>Technologies for writing multi-genre speeches both for own performance and about a third party; technique of effective presentation of speeches; analysis of political speeches.</p>  |
| <p><b>How to use the acquired knowledge and skills (competencies)</b></p> | <ul style="list-style-type: none"> <li>- the ability to identify and analyse the nature, dynamics, and models of political communication;</li> <li>- the ability to make informed decisions regarding the preparation of a political speech;</li> <li>- the ability to argue the choice of ways to solve tasks of a professional nature in the field of political rhetoric/speechwriting, critically evaluate the obtained results and justify the decisions made;</li> <li>- the ability to analyse and predict the consequences of one's professional activity in various contexts, in particular political;</li> <li>- the ability to carry out applied analytical research in the field of political rhetoric;</li> <li>- the ability to self-study, maintain an appropriate level of knowledge, readiness to acquire new levels of knowledge, increase one's expertise and level of qualification.</li> </ul> |