

Professional Skills

Code: 101088
ECTS Credits: 6

Degree	Type	Year	Semester
2500259 Political Science and Public Management	OT	3	2
2500259 Political Science and Public Management	OT	4	0

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

Contact

Name: Galceran Orriols Roig
Email: Galceran.Orriols@uab.cat

Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: No

Prerequisites

Fluency in spoken and written Catalan and / or Spanish

Good oral and written expression.

Interest, involvement and willingness to contribute their own experiences and knowledge.

Objectives and Contextualisation

The aim of the course is to achieve sufficient professional skills to create and deliver effective speeches and interventions, mainly oriented to a political content but applicable to other areas, and working from a marketing approach and with rhetoric techniques, argumentation and oratory.

The course will consist of theoretical-practical sessions taught by the professor of the subject based on presentations that will provide the theoretical basis of the course, the analysis of speeches on written form and video and practical exercises, exhibitions and role plays.

Competences

Political Science and Public Management

- Demonstrating the comprehension and application of the main rhetoric and discourse building techniques of political nature.
- Managing the available time in order to accomplish the established objectives and fulfil the intended task.
- Producing and giving efficient political speeches, working from a marketing approach and using rhetoric, reasoning and oratory techniques.
- Producing and planning researches or analytical reports.
- Producing and preparing presentations of reports and intervention proposals.
- Realising effective oral presentations that are suited to the audience.
- Synthesizing and critically analysing information.

- Working autonomously.
- Working in teams and networking, particularly in interdisciplinary conditions.

Learning Outcomes

1. Demonstrating the comprehension and application of the main rhetoric and discourse building techniques of political nature.
2. Managing the available time in order to accomplish the established objectives and fulfil the intended task.
3. Producing and giving efficient political speeches, working from a marketing approach and using rhetoric, reasoning and oratory techniques.
4. Producing and planning researches or analytical reports.
5. Producing and preparing presentations of reports and intervention proposals.
6. Realising effective oral presentations that are suited to the audience.
7. Synthesizing and critically analysing information.
8. Working autonomously.
9. Working in teams and networking, particularly in interdisciplinary conditions.

Content

1. What is a speech?

- 1.1. Public Speaking: What are we talking about?
- 1.2. What are the specific variables of political speech?
- 1.3. What different types of speech exist?
- 1.4. How to know what kind of speech to use?

2. The process of speech preparation.

- 2.1. A good speech is a speech written in a marketing logic.
- 2.2. Marketing and segmentation analysis applied to the initial speech design.
- 2.3. Information, documentation, and ideas generation.
- 2.4. The differences between written language and oral language.
- 2.5. Ideas generation practices and writing.

3. Rhetoric.

- 3.1. What is Rhetoric? What is Oratory?
- 3.2. How Rhetoric and Oratory are related.
- 3.3. Rhetorical structures and figures.
- 3.4. How to cause emotion and seduce with Rhetoric and Oratory.
- 3.5. Recognition practices and creation of rhetorical figures.

4. The Harangue.

- 4.1. Characteristics of the Harangue.
- 4.2. Objectives of the Harangue.
- 4.3. The language of the Harangue.
- 4.4. The structure of the Harangue.
- 4.5. Analysis and commentary of real cases.
- 4.6. Harangue writing and delivering practices.

5. The argument.

- 5.1. What's the meaning of arguing.
- 5.2. The constituent elements of the arguments.

- 5.3. Argument construction.
- 5.4. The strength of the arguments.
- 5.5. The coherence of the arguments.
- 5.6. How to seduce and convince with the force of arguments.
- 5.7. Argumentation practices.

6. Political Speech.

- 6.1. Characteristics of the Speech.
- 6.2. Objectives of the Speech.
- 6.3. The structure the Speech.
- 6.4. The beginning of the Speech.
- 6.5. Analysis and commentary of real cases.
- 6.6. Speech writing and delivering practices.

7. Improvised Speech.

- 7.1. Characteristics of the situation of Improvised Speech.
- 7.2. Objectives of Improvised Speech.
- 7.3. The structure of Improvised Speech.
- 7.4. How to cause emotion, seduce, and convince with an impromptu speech.
- 7.5. Practices for making and giving Improvised Speeches.

8. Other forms of intervention.

- 8.1. Elevator Pitch and message condensation.
- 8.2. The effective presentation and TED format.
- 8.3. The Debate. How to approach it and how to win it.

Methodology

The course will consist of theoretical-practical sessions taught by the professor of the subject based on presentations that will provide the theoretical basis of the course, the analysis of speeches on written form and DVD and practical exercises, presentations and role plays.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Marketing theory and practice applied to speech construction	16	0.64	1, 3, 6, 7, 8
Nonverbal Language Theory (stance, face, gaze, hands, etc.)	10	0.4	1, 3, 6
Paraverbal Language Theory (style, tone, volume, rhythm, vocalization)	10	0.4	1, 3, 6
Speech analysis	20	0.8	1, 4, 5, 7, 9
The Harangue	5	0.2	1, 3, 6
The Improvised Speech	5	0.2	1, 3, 6
The Speech	5	0.2	1, 3, 6
Verbal Language Theory (structure and content of speech)	10	0.4	1, 3, 6
Type: Supervised			

Oral presentations (giving speeches)	10	0.4	1, 3, 6, 8, 9
Type: Autonomous			
Preparation and writing of speeches	15	0.6	1, 5, 3, 6, 2, 7, 8, 9
Speech rehearsal (voice work, public speaking)	10	0.4	1, 5, 3, 6, 2, 7, 8, 9

Assessment

Grading:

There are three EXCLUSIVE WAYS to pass this subject, which must be decided at the beginning of the course:

Way 1. Class attendance and exercises.

It is based on exercises worked on in class and at home. In order to be eligible for this form of assessment, it will be necessary to attend classes regularly and do all the exercises (7 in total):

1. Introduction to speech preparation (*written exercise*).
2. Segmentation (*written exercise*).
3. Harangue 1 (*written and oral exercise*).
4. Classical Harangue 2 (*written and oral exercise*).
5. Political speech 1 (*written and oral exercise*).
6. Speech at university 2 (*written and oral exercise*).
7. Improvised speech (*oral exercise*).

Way 2. Course project + Theoretical and practical exams.

The course project will be based on a script previously agreed with the professor. In any case, the project will have to develop concepts and contents of the program of the course.

The theoretical exam will consist of questions about the subjects presented in class and the bibliography of the course. The practical exam will consist of practical exercises related to the exercises performed during the course.

Way 3. Synthesis test

In accordance with article 117.2 of the UAB Academic Regulations, the assessment of students who are repeating the subject may consist of a single synthesis test. Repeating students can take advantage of this possibility, and to do so they will need to contact the professor.

The synthesis test does not serve to raise the grade obtained through the other two forms of assessment.

Avaluació

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Practice	60 %	20	0.8	1, 3, 6, 7, 8, 9
Theory	40 %	14	0.56	1, 4, 5, 3, 6, 2, 7, 8, 9

Bibliography

Basic bibliography:

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EL PRÍNCIPE DE LA ORATORIA. Manual de discurso político.
Estratègia Local, Barcelona, 2004. Edició no venal.
PDF file available at the virtual campus.

Recommended bibliography:

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HOW TO WRITE AND GIVE A SPEECH
St. Martin's Griffin, NY, 2002

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Ed. Diana, México, 1986.

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RHÉTORIQUE GÉNÉRALE
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Editorial Síntesis, 1994.

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(Todos pueden) HABLAR BIEN EN PÚBLICO
Bolsillo-EDAF, Madrid, 2001

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