

**Theory and Techniques of Speech Construction and Speech Delivery**

Code: 106095  
ECTS Credits: 12

Degree	Type	Year	Semester
2503868 Communication in Organisations	OB	1	A

## Contact

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## 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

## Teachers

Marta Ribas Barquet

## Prerequisites

This subject has no specific prerequisites. Classes will preferably be taught in Catalan, in some cases with visual support in Spanish. The subject matter will be sensitive to aspects related to respect for fundamental rights of equality between women and men, human rights and the values of a culture of peace and will seek to promote personal growth and professional commitment to the same and the community, as suggested by the Audiovisual Council of Catalonia, "to show the different social realities, do not allow the creation of contingents that aim to promote or justify homophobia, biphobia, lesbophobia and transphobia, diffuse the denunciation of discriminatory facts and present practical bones in relation to equality and non-discrimination" (Recomanacions sobre el tractament de les persones LGBTI als mitjans audiovisuals, CAC, 2017).

## Objectives and Contextualisation

The aim is to approach discourse in all its stages: the birth of an idea, the search for the information that will allow it to be founded, the elaboration of the argument, the selection and exhibition depending on the medium and the subsequent dialogue with the receiver.

The general objectives are grouped into four areas:

1. Explain how to selectively increase knowledge about a subject;
2. To help to construct a criterion of elaboration, strengthening the relevant elements;
3. Understand how to adapt the discourse to the selected medium and
4. To propose strategies for a bidirectionality of constructive discourse.

## Competences

- Act with ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.

- Act within one's own area of knowledge, evaluating sex/gender-based inequalities.
- Adapt the communication generated by the organisation itself to the language of the traditional and digital Media.
- Devise, plan and execute communication projects about the organisation on all types of media and for both internal and external audiences.
- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- Manage time efficiently and plan for short-, medium- and long-term tasks.
- Search for, select and rank any type of source and document that is useful for creating messages.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Students must develop the necessary learning skills to undertake further training with a high degree of autonomy.
- Work in compliance with professional codes of conduct.

## Learning Outcomes

1. Assess how stereotypes and gender roles impact professional practice.
2. Communicate using language that is not sexist or discriminatory.
3. Cross-check information to establish its veracity, using evaluation criteria.
4. Find what is substantial and relevant in documents within the subject.
5. Identify situations in which a change or improvement is needed.
6. Perform communicative activities in written, audio, audiovisual and digital formats.
7. Prepare audio and audiovisual documents to be sent to mainstream journalists or used in the organisation's own media.
8. Prepare press statements, packs, reports and other types of documents to be sent to mainstream journalists or used in the organisation's own media.
9. Produce audio and audiovisual documents for any type of medium, on issues affecting or introduced by organisations.
10. Propose new methods or well-founded alternative solutions.
11. Propose projects and actions that are in accordance with the principles of ethical responsibility and respect for fundamental rights and obligations, diversity and democratic values.
12. Propose projects and actions that incorporate the gender perspective.
13. Recognise the complexity of freedom of expression and the limits to it when producing information documents for any type of medium.
14. Submit course assignments on time, showing the individual or group planning involved.
15. Work independently to solve problems and take strategic decisions on the basis of the knowledge acquired.

## Content

1. The organization as a communication entity
2. Organizational communicative activity subject
3. Communication discourse and technological mediation
4. Construction of the discourse of organizations
5. The elocution of speech and the communicative effectiveness
6. New Organizational Communication Areas

## Methodology

Although it is essentially a practical subject, it is based on theoretical content that will be developed both in the different teaching sessions scheduled and within the framework of the practical classes of analysis. The organization, duration and presence of these will be adapted according to the health needs generated by Covid-19.

The contents of this subject will be developed through different teaching methodologies: MD1: Master Classes; MD3: Collaborative Learning; MD4: Work/Report Collaboration; MD6: Work Oral Presentation; Laboratory Practices and MD11: Aula Practices.

All practices will be compulsory and their preparation will always be part of the self-employed work that makes the dedication to this assignment.

The detailed calendar with the content of the different sessions will be set on the presentation day of the subject. In the Campus Virtual, the student will be able to find the detailed description of the exercises and practices, several teaching materials and any information necessary for the proper monitoring of the subject, as well as the changes in teaching mode for health reasons.

Regardless of what has been explained so far, students and students will make use of tutoring (MD7), which will fix teachers over the term.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Classroom Sessions	30	1.2	3, 13, 4
Laboratori Practice Sessions	66	2.64	3, 7, 14, 6, 13, 9
Type: Supervised			
Tutorials	10	0.4	3, 4
Type: Autonomous			
Readings, practice preparation, testing preparation, and doing class work.	184	7.36	3, 7, 14, 6, 13, 9, 15, 4

## Assessment

When dealing with continuous assessment, it is compulsory to attend class. The subject consists of the following activities:

- THEORETICAL TESTS: 30% on the final grade.
- LABORATORY PRACTICES: 40% on the final grade.
- COURSE WORK: 20% on the final grade.
- INDIVIDUAL PRACTICE: 10% on the final grade.

To pass the subject and calculate the weighted average note, each part must be exceeded with a minimum of 5 points out of 10.

REASSESSMENT ACTIVITIES:

Reassessment activities will be carried out during the week(s) set in the academic calendar. Students who have not reached 5 points in the theory and/or in individual practice should be presented to these activities.

Final practice and course work will not be susceptible to reassessment (the competences and skills not acquired over the course can hardly be achieved in a couple of weeks).

In the case of second enrolment, students may take a single synthesis test consisting of a theoretical and practical test. The grade of the subject will correspond to the grade of the synthesis test.

#### PLAGIARISM. VERY IMPORTANT:

The student performing any irregularities (copy, plagiarism, identity impersonation,...) will be graded with 0 for this assessment act. In the event of several irregularities, the final score for the subject will be 0.

### Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Course Work	20	2	0.08	2, 3, 7, 8, 5, 14, 10, 11, 12, 6, 13, 9, 15, 4, 1
Individual Practice	10	1	0.04	2, 3, 7, 8, 5, 14, 10, 11, 12, 6, 13, 9, 15, 4, 1
Laboratory Practices	40	4	0.16	2, 3, 7, 8, 5, 14, 10, 11, 12, 6, 13, 9, 15, 4, 1
Theoretical Tests	30	3	0.12	3, 13, 4

### Bibliography

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## **Software**

Audacity Sound Editor

Ganesha Platform (File Storage)