**Основи публічної комунікації англійською мовою (англ.) /**

**Basics of Public Communication in English**

**Fall Semester**

**Zaporizhzhia National University, Ukraine**

**Instructor:** Associate Prof. Katerina Sirinyok-Dolgaryova

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**CLASS SCHEDULE:** TBA

**Consultations: on appointment**

**COURSE DESCRIPTION AND EXPECTED OUTCOME**

Communication plays crucial role in humans’ lives by bridging people, helping them to express ideas and build relationships. Strong communication skill is a basic soft skill needed for any successful career. It is especially true for the fields of Journalism, Advertising and PR, Media Communications, where communicating to people is expected as a daily routine.

**By the end of this course, students will have achieved the following learning outcomes:**

1. Understand systems, types and functions of communication in the society.

2. Understand basic theories of communication and their applications in real world.

3. Develop their skills in verbal and nonverbal communication.

4. Develop their skills in interpersonal and intercultural communication.

5. Develop basic skills in informative, persuasive and public speaking.

**TEXT**

*• Communication in the Real World: An Introduction to Communication Studies,* [Author removed at request of original publisher]. URL: <https://doi.org/10.24926/8668.0401>

*• + additional reading to each class might be assigned*

**ASSESSMENT AND FINAL PROJECT**

The final project of this class will be a public speech and multimedia presentation given in front of the class on certain topic (up to 10 minutes long). The topic should be discussed with your instructor. The presentation should be prepared in Power Point or Prezi format up to 15 slides.

It is expected that your classmates will ask you questions after your presentation as well as you should ask questions after presentations delivered by your classmates.

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| --- | --- | --- |
| **Assessment Type** | **Due Date** | **Value as % of total** |
| Class participation and discussions | Every class | Value: 15% |
| Essay 1 (1000 Words) | TBA | Value: 15% |
| Essay 2 (3000 Words) | TBA | Value: 15% |
| Final Project (10-min speech and presentation) | TBA | Value: 25% |
| Examination | TBA | Value: 30% |
| **Total** |  | **100%** |

**GRADING SYSTEM**

A = 90-100 points

B = 85-89 points

C = 75-84 points

D = 70-74 points

E = 60-69 points

FX – 35-59 points (fail with the right of retaking an exam)

F – 1-34 points (fail the course – the full course should be retaken)

**COURSE SCHEDULE AND TOPICS**

|  |  |  |
| --- | --- | --- |
| **Type of class** | **Date** | **Topic and readings** |
| Lecture 1 | TBA | Introduction to the course |
| Seminar 1 | TBA | Basics of Communication Studies (reading Chapters 1.1, 1.2) |
| Lecture 2 | TBA | Theories and Principles of Communication |
| Seminar 2 | TBA | Communication and Perception (reading Chapter 2) |
| Lecture 3 | TBA | Verbal vs. Non-verbal Communication |
| Seminar 3 | TBA | *Essay 1 “Meaning and forms of non-verbal communication in my culture” – due (1000 words).* Reading: Chapter 4. |
| Lecture 4 | TBA | Interpersonal Communication. Reading: Chapters 6.1, 6.2 |
| Seminar 4 | TBA | Culture and Communication. Reading: Chapter 8.1, 8.2 |
| Lecture 5 | TBA | Intercultural Communication  *Essay 2 “Being an international student in Ukraine: my experience of intercultural communication”- due (1000 words)* |
| Seminar 5 | TBA | Preparing and delivering a speech  Reading: Chapters 9 and 10 |
| Lecture 6 | TBA | Informative and Persuasive Speaking. Reading: Chapter 11 |
| Seminar 6 | TBA | Small groups communication and leadership  Reading: Chapters 13 and 14 |
| Lecture 7 | TBA | Technology, new media, and communication |
| Seminar 7 | TBA | *Final project due (speech + presentation)* |
| Final exam | TBA | Written exam in form of test and open-ended questions |

**POLICIES**

**Class attendance and discussion**

**Students are expected to come to class regularly having read assigned texts** with a critical eye and be able to discuss the assigned readings with authority. Please be engaged in class, even if you are shy or are not confident in your ideas.

**Academic Integrity Policy**

A student who submits work, at any stage of the academic or reporting process, which in whole or part has been written by someone else or which contains passages quoted or paraphrased from another’s work without acknowledgment (quotation marks, citation, etc.), or contains photographs or video without clear attribution and photo credits, has plagiarized. Maintain your integrity when completing assignments and give credit where it is due. If you are ever unsure about what constitutes plagiarism, ask me. Students who are found to have plagiarized may be subject to various disciplinary actions. The worst sin as a journalist is to make up information or steal the work of others. Be original.

**Writing assignments format**

 • be 1,5-spaced throughout

 • use Times New Roman 14-point font

 • have standard one-inch margins all around

 • have the student’s name and assignment title listed in the upper right corner

 • be a word document

**Computer/Cell Phones Policy**

Please turn off all cell phones and **keep them out of sight** for the duration of our class meetings. Cell phones are distracting for me and for your colleagues. Texting, listening to music, checking email, social media sites, and similar activities **are not permitted during class**. Laptops and tablets may not be used in class except when specifically indicated by me verbally in class.

**Email**

***Students are expected to check their email and respond in a timely fashion***. I frequently send out important emails in regards to assignments, readings, and upcoming deadlines. Please pay attention to email and respond promptly when requested. Often I will send out the readings for class and changes to the schedule via email.