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### Course description:

This course helps students to become active speech communicators and critical listeners. Students will learn how to speak confidently and enthusiastically and how to be motivating and persuasive. Creative training techniques and methods of reasoning will be examined and studied at length. Some appropriate written and audio-visual material is to be used.

### Aims of the course:

1. Help students to become active speakers
2. Help students to become critical listeners
3. Help students to be motivating and persuasive on the platform
4. Help students with creative techniques and methods of reasoning

### Intended Learning Outcomes: (ILOs)

#### A. Knowledge and Understanding

##### A1. Concepts and Theories:

##### A2. Contemporary Trends, Problems and Research:

##### A3. Professional Responsibility:

#### B. Subject-specific skills

##### B1. Problem solving skills:

##### B2. Modeling and Design:

##### B3. Application of Methods and Tools:.

#### C. Critical-Thinking Skills

##### C1. Analytic skills: Assess

##### C2. Strategic Thinking:

##### C3. Creative thinking and innovation:

#### D. General and Transferable Skills (other skills relevant to employability and personal development)

##### D1. Communication:

##### D2. Teamwork and Leadership:



**Course structures:**

Week	Credit Hours	ILOs	Topics	Teaching Procedure	Assessment methods
1	3		introduction	Lecture/ Presentations	Class Participation Homework
2,3	3		Advertising on Air	Lecture/Presentation s	Class Participation Homework
4,5	3		Pushing the Limit	Lecture/ Presentations	Class Participation Homework
6	3		Too Good to be True	Exercises	Class Participation Homework
7	3		The Art of Story Telling	Lecture/ Presentations	Class Participation Homework
8	3		Separated by the Same Language	Lecture/ Presentations	Class Participation Homework
9,10	3		Culture and Commerce	Lecture/ Presentations	Class Participation Homework
11,12	3		Joking Around	Lecture/ Presentations	Class Participation Homework
13	3		Traditional or Trendy	Lecture/ Presentations	Class Participation Homework
14	3		Revision	Revision	Revision

**References:****A. Main Textbook:**

Northstar: Listening and Speaking. Solorazo, Helen, Schidt, Jennifer. 2<sup>nd</sup>, ed, 1998.

**B. Supplementary Textbook(s):**

Situational Dialogue. By Okenden, Michael, 1976.

**Assessment Methods:**

Methods	Grade	Date
First Exam	20%	
Second Exam	20%	
Participation	10%	
Final Exam	50%	

