

Teaching guide

IDENTIFICATION DETAILS

Degree:	Advertising		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	PUBLIC SPEAKING		
Type:	Compulsory	ECTS credits:	6
Year:	2	Code:	3350
Teaching period:	Third semester		
Area:	Communication		
Module:	Foundations for a General Theory of Advertising		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

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SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

To debate conflicting ideas, thereby generating meeting forums for individuals or social groups from different walks of life.

To acquire the ability to express oneself correctly in oral and written form, and in audio-visual or multimedia formats.

To critically reflect on texts, artistic works or cases in an extensive, in-depth and relational manner, linking them to personal circumstances.

To discover and critically value the social impact of the various communication processes and forms.

To learn how to acquire knowledge: to understand the dynamics of personal development through skills in communication, research, critical and creative thought, consideration and execution of action plans, and teamwork.

To nurture attitudes of leadership and social responsibility at both a personal and professional level.

Specific skills

To set out reasoned ideas on the basis of argumentation and rhetoric.

Memorizar los conocimientos teóricos fundamentales del arte de la Retórica

Saber analizar con rigor los discursos orales propios y ajenos

Reconocer las propias debilidades y fortalezas como oradores

Desarrollar la capacidad crítica para saber diferenciar la información, de la opinión y de la conjetura

Tomar conciencia del uso que a nivel semántico y sintáctico se hace de la Lengua

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours