

Description of an Optional Academic Component

Academic Component	Optional Academic Component « The Use of TED Talks Educational Resources to Increase Professional Communicative Competence »
Level of HE	Education Level Bachelor
Title of specialty / educational and professional program	291 International Relations, Public Communications and Regional Studies / International Information and Public Communication.
Form of education	Full-time
Year, semester, duration	3d year, 5 semester, 5 credits
Semester control	Credit
Number of hours (total: including lectures / practical)	150 hours: lectures – 10 hours, practical – 20 hours.
Language of instruction	English
Department that provides teaching the academic component	International Communications and Political Analysis Department
Instructor	Candidate of Political Sciences, Associate Professor Vozniuk Yevheniia Vasylivna
Brief description	
Requirements for starting studies	communication skills and abilities in Ukrainian and English.
What will be studied	analysis of the most popular TED talks that help develop communication skills («How outstanding leaders inspire action» – about a simple but effective model of inspirational leadership; «How to speak so that others want to listen» – a demonstration and advice on using tools that can make a speech powerful; «Why we do what we do» – what «invisible forces» motivate us to act, our internal needs and internal motivation for development, as well as the science of achievements and the importance of our decisions; «Mysteries of motivation» – the secrets of motivation), etc.
Why it is interesting / should be studied?	TED conferences are an opportunity to hear real English and Ukrainian speech, enrich your vocabulary, and also practice the skill of listening. TED Talks are stories about the speakers' real-world research and experiences, their thoughts on issues, and actionable advice. A bibliography is attached; almost every TED lecturer advises which books or articles should be read on the topic of his lecture, so you can get additional information and study the issue more deeply.

What you can learn (results)	public speeches from 7 to 18 minutes, hold the attention of listeners, attract attention with the help of unique techniques, and enrich professional communication skills in both Ukrainian and English languages.
How to use the acquired knowledge and skills (competencies)	conduct public speeches, analyze the ability of the lecturer/speaker to hold the attention of listeners, and the techniques of using gestures, facial expressions, tone of voice, and apt phrases for manipulation and persuasion. TED Talks are an extremely powerful source of motivation.