

Description of an Optional Academic Component

Academic Component	Optional Academic Component « Political Rhetoric and Speechwriting »
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	Doctor of Political Sciences, Professor Karpchuk Nataliia Petrivna
Brief description	
Requirements for starting studies	command of the Ukrainian language, basic knowledge of terminology related to issues of political communication; willingness to learn and critical thinking.
What will be studied	specifics of political communication. Models and types of political communication. From the history of rhetoric and speechwriting. Types of speeches and their genre and stylistic features. Rhetorical techniques, manipulative techniques, NLP. Nonverbal and para verbal means of influence. Speech presentation. Work with the customer of the text. Customer training. Dispute. Argument. Analysis of political speeches.
Why it is interesting / should be studied?	in the modern information space of Ukraine, we communicate on various political issues. Moving up the career ladder, implementing political activity, we must demonstrate the skills of an active orator, capable of persuading, «igniting» others, defending one's position, etc. On the other hand, as recipients of political information, we must be able to critically evaluate the messages of political leaders to adequately understand the direct and hidden meanings. In addition, in today's politicized Ukrainian society, there is a high need for specialists who can write high-quality texts for speeches and provide assistance in their presentations.

What you can learn (results)	technologies for writing multi-genre speeches both for own performance and on the order of a third party; technique of effective presentation of speeches; analysis of political speeches.
How to use the acquired knowledge and skills (competencies)	<ul style="list-style-type: none"> - the ability to identify and analyze the nature, dynamics, and models of political communication; - the ability to make informed decisions regarding the preparation of a political speech; - the ability to argue the choice of ways to solve tasks of a professional nature in the field of political rhetoric/speechwriting, critically evaluate the obtained results and justify the decisions made; - the ability to analyze and predict the consequences of one's professional activity in various contexts, in particular political; - the ability to carry out applied analytical research in the field of political rhetoric; - the ability to self-study, maintain an appropriate level of knowledge, readiness to acquire new levels of knowledge, increase one's expertise and level of qualification.