



Academic Year 2017-2018
Syllabus
Applied English: Speech and Performance
CFU 6
Prof. Douglas Brown

Course Description

The aim of the course is to strengthen each student's confidence and skills with spoken and written English generally, as well as to build up their communication skills for inter-cultural understanding, academic requirements and working in professional environments. The themes of self-management and team-working will run through all of the course topics.

Teaching Method

A wide variety of formal, practical and creative teaching techniques and materials will be used in order to support the instruction and guidance of developing skills for clear communication, writing, public speaking and self-expression. Active student involvement is expected in preparation for classes and participation in class exercises and activities.

Schedule of Possible Topics (depending upon the needs of the class and students)

Topic 1	Communication Skills <ul style="list-style-type: none">• Working in teams• Group roles and dynamics• Barriers to effective communication• Interpersonal skills
Topic 2	Project Management <ul style="list-style-type: none">• The theory of Project Management• Lectures with some practical exercises• A practical group project to plan, coordinate and deliver that draws upon the knowledge, interests and cultural backgrounds of those in the group
Topic 3	Marketing for Non-Profit Organisations <ul style="list-style-type: none">• The theory of Marketing• Practice• Branding
Topic 4	Public Relations <ul style="list-style-type: none">• The theory of Public Relations• Writing a Press Release• Writing a Feature Article• Running a Press Conference
Topic 5	Public Speaking <ul style="list-style-type: none">• Confidence and Self Esteem• Use of voice techniques• Use of body language techniques• Possibly the use of poetry and drama
Topic 6	Formal Written Communication, <ul style="list-style-type: none">• Writing Styles of Essays and Academic Papers• Analysis• Research, Citation and Plagerism• Report Writing• Report Presentation
Topic 7	Writing Skills

- Reflective Writing
- Being Subjective and Objective
- Formality, Informality and Creativity
- Exploring for Insights

Textbooks and Materials

Throughout classes, the Professor will draw material from the following publications:

Topic 1: Covey, S.R. (2004) *7 Habits of Highly Effective People*, Simon and Schuster, London.

The Essential Manager's Handbook (2016), DK, Penguin Random House, London.

Topic 2: Newton, R. (2007) *Project Management Step by Step*, Pearson Business, London.

Topic 3: McDonald M. and Morris, P. (1998) *The Marketing Plan – A pictorial guide for managers*, Butterworth Heinemann, Oxford.

Kotler, P.R. and Anderson, A.R. (2013) *Strategic Marketing for Non-profit Organizations*, Pearson, London.

Topic 4: Foster, J. (2005) *Effective Writing Skills for Public Relations*, CIPR/Kogan Page, London. (Drawing upon the Chartered Institute of Public Relations *PR in Practice Series*).

Topic 5: Rodenburg, P. (2007) *Presence*, Penguin, London.

Lloyd-Hughes, S. (2011) *How to be Brilliant at Public Speaking. Any Audience. Any Situation.*, Pearson Life, London.

Topic 6: Reid, M. (2012) *Report Writing*, Palgrave Macmillan, London.

Bowden, J. (2011) *Writing a Report, 9th Edition*, How to Books, London.

Topic 7: Bassot, B. (2013) *The Reflective Journal*, Palgrave Macmillan, London.

Strunk, W. and White, E.B. (1999) *The Elements of Style*, Pearson, London.

McCarthy, M. and O'Dell, F. (2006) *English Vocabulary in Use - Advanced*, Cambridge. (Particularly chapters 7-10, 13, 16-19, 49-54, 65, 78, 82-84, 86, 90-92 and 96-97.)

A number of these publications are difficult to source and others are general in nature, so a number of readings and sources will be supplied by the Professor and other suitable books, on writing CVs and cover letters (Topic 1), Project Management (Topic 2), and Marketing (Topic 3), for example, can be researched and chosen by students.

Assessment

Assessment will be measured through class attendance, participation and preparation; also with short in-class assignments and homework; a Student Learning Journal; and possibly a group work project. The Learning Journal will include both formal set assignments and ongoing reflection of the themes which are covered in class, and the issues which arise.

Further information about a Student Learning Journal: The Learning Journal should be kept throughout the classes and will be due on an agreed date after they have finished. A Learning Journal is a log, personal record or diary that students write to facilitate and document their own learning. A Learning Journal is not necessarily an 'academic' piece of work, but can be formalised in content and structure to suit an academic setting, as with this course. As a personal record, it is a document which is unique to each student. A Learning Journal helps students to record, structure, think about, plan, develop and evidence their own learning using a variety of writing and expressive styles. It can be a blend of creative and of logical

approaches, depending on the student's learning style, but it ultimately aims to be a deep reflection and offer honest insights upon what has been learned and how it can be applied, where the student can challenge themselves and explore their own thinking, goals and aims. It can also include more formal elements and entries of reflective writing on specific events and experiences as requested by the lecturer, and it is these elements which can be used to compare, measure and assess the students.

The format and due date of the Learning Journal will be set after discussion and agreement with the class, as will the penalties for late submission and re-submission.

The final mark will include 20% for participation in class, 40% for set assignments and preparation for class, and 40% for the Learning Journal. Students who do not submit by the agreed due date, or fail the written work, will be required to take the final exam and be marked like the non-attending students.

Non-attending students

Non-attending students will be assigned reading, set assignments, submit a Learning Journal and take a final exam.

Non-attending students will be expected to read the course material (course files and documents can be found on the Global Governance home page, and the set texts in the library), submit a full Learning Journal (to include both comprehensive reflection sections and the set assignments), and take a 3-hour final exam.

The final mark will comprise 30% for the Learning Journal reflection, 40% for the set assignments in the journal, and 30% for the final exam.

The mark of the Learning Journal is valid only if students complete the exam within the same session; if they take the final exam in another session, they will have to submit another Learning Journal.

- Students are expected to familiarise themselves with the on-line material and books, which cover the themes of the course, gives guidance in writing reflective entries in the Learning Journal and for the writing of Press Releases and Feature Articles.
- They are expected to be familiar with the content of this material and with the theories of Communication, Public Speaking, Project Management, Human Resources, Public Relations and Marketing.
- It is expected that the final exam will last about 3 hours. It will be comprised of a series of questions requiring short answers showing familiarity with the themes and theories of the course.

Office hours

Professor Brown is happy to meet students before and after classes, and by arrangement.

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NOTE: Since the course is provided for a limited number of students, **Erasmus or non Global Governance students** who would like to attend the course need to contact the Secretariat of Global Governance by e-mail global.governance@uniroma2.it for registration and inform the Professor of the course. They are required to sign a code of conduct like all Global Governance students, accepting all values and rules. Please read it carefully before enrolling. Please notice that attendance is required from the very first lesson and only 3 absences are permitted to take the exams as attending student.