



## Syllabus Course Program



# PEDAGOGICAL COMMUNICATION AND RHETORIC

### Specialty

011 Educational, pedagogical sciences

### Institute

Educational and Scientific Institute of Social and Humanitarian Technologies

### Educational program

Pedagogy of higher education

### Department

Pedagogy and Psychology and Social System Control named after I. A. Ziaziun (301)

### Level of education

Master's level

### Course type

Special (professional) training

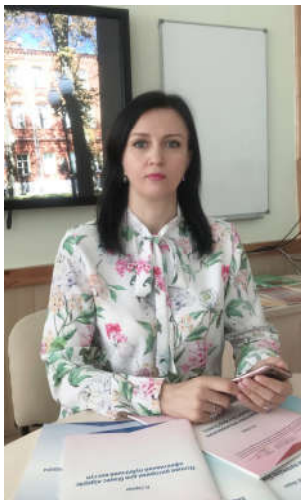
### Semester

1

### Language of instruction

English

## Lecturers and course developers



### Nataliia SEREDA

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PhD in Art Sciences, Associate Professor, Pedagogy and Psychology and Social System Control named after I. A. Ziaziun Department, NTU "KhPI".

Work experience - 18 years. The author of more than 100 scientific, educational and educational-methodological works. Leading lecturer in the disciplines: «Pedagogical communication and rhetoric», «Fundamentals of oratory», «Pedagogical rhetoric», «Business communication and rhetoric», «Pedagogical conflictology», «Pedagogical ethics», «Fundamentals of public relations», «Psychology of art», «Ethics of psychologist's professional activity».

More about the lecturer on the department's website

<https://web.kpi.kharkov.ua/ppuss/uk/portfolio-seredi-nataliyi-viktorivni/>

## General information

### Summary

The discipline «Pedagogical Communication and Rhetoric» helps to master the principles, styles, stages and forms of effective pedagogical communication, to acquire practical skills in professional pedagogical communication, to learn how to build communication on the basis of dialogue, to apply rhetorical principles and techniques in pedagogical professional activities, to increase the level of pedagogical skills in professional pedagogical communication, speech culture, and speech technique.

### Course objectives and goals

The purpose of the discipline is to provide students with systematic knowledge of the theoretical foundations of pedagogical rhetoric and to develop practical skills in pedagogical communication.

### Format of classes

Lectures, practical classes, consultations, self-study. Final control is in the form of a Graduating Test.

## Competencies

GC 7. Ability to interpersonal interaction.

CS 3. Ability to take into account the diversity, individual characteristics of students in the planning and implementation of the educational process in the educational institution.

SC4. The ability to carry out an examination and provide consultations on issues of educational policy and innovations in education.

SC 11. Ability to develop and provide recommendations for the implementation of management decisions regarding leadership in teaching activities

## Learning outcomes

LO 3. To form pedagogically expedient partner interpersonal interaction, to carry out business communication, to clearly and unambiguously convey one's own reasoning, conclusions and arguments on issues of education and pedagogy to specialists and the general public, to conduct a problem-thematic discussion.

LO 4. Communicate freely in national and foreign languages orally and in writing to discuss the results of educational and professional activities, presentation of scientific research and innovative projects.

## Student workload

The total volume of the course is 120 hours (4 ECTS credits): lectures – 32 hours, practical classes – 16 hours., independent work – 72 hours.

## Course prerequisites

## Features of the course, teaching and learning methods, and technologies

Lectures are conducted interactively using multimedia technologies. Lectures include: story, explanation, demonstration, discussion.

In practical classes, students perform group and individual tasks.

According to the sources of knowledge, the following teaching methods are used: verbal - conversation, discussion, lecture, work with the book; visual - illustration with practical examples, presentation; gaming - role-playing, business games; documentary - work with documents, analysis, preparation of documents; interactive - selection and discussion of video materials, cases, speech with presentation; self-study - processing of lecture material and professional literature; research - theoretical analysis of scientific sources, empirical research.

By the nature of the logic of knowledge, the following methods are used: analytical, synthetic, analytical-synthetic, inductive, deductive.

By the level of independent mental activity, methods are used: problematic, partially exploratory, research.

Learning materials available to students in Google Disk and One Drive cloud environments.

## Program of the course

### Topics of the lectures

#### Topic 1: The essence of pedagogical communication

Communication as a psychological category. The essence of pedagogical activity. Reflective approach. The place of communication and speech in the structure of pedagogical skills. Teacher's speech as a means of pedagogical work: general characteristics, functions, conditions of effectiveness, ways of improvement.

#### Topic 2. Mastery of pedagogical communication

Personality-oriented professional pedagogical communication. Structure of pedagogical communication. Styles of pedagogical communication. Barriers to pedagogical communication. Forms, stages and means of communication in typical pedagogical situations.

#### Topic 3. Pedagogical communication as a dialog

Monologue and dialogic communication. Criteria for dialog. Contact in pedagogical dialog. Role positions. The role of attention and imagination in dialogic communication. The skill of organizing pedagogical

interaction in learning. Technology of organizing pedagogical interaction in the process of individual conversation.

#### **Topic 4. Culture of teacher's speech.**

Basic professional requirements for teacher's speech. General laws of ethics and culture of communication. General and linguistic culture as an integral element of the professionalism of a higher education teacher. Teacher's work on improving the level of speech culture.

#### **Topic 5. Public speaking as a social phenomenon.**

Rhetoric as a prerequisite for effective pedagogical communication. The concept of public rhetorical speech and its main characteristics. Requirements for an oratorical speech. Rhetorical triangle: rhetorician - audience - speech. The structure of a public rhetorical speech.

Oratory speech, its genera and types. Rhetorical pathos. Rhetorical emotion. Types of pathos. Rhetorical ethos. Ethical norms. Rhetorical logos. Truth and correctness of thinking and speech. Properties of correct thinking. Basic and non-basic formal logical laws. Logical foundations of argumentation. The heuristics. Types of disputes. Invention. Invention of the topic. The system of topoi. Disposition. The main rules for building a speech. Tasks and techniques for constructing parts of the speech. Elocution: rhetorical tropes and figures. Preparation of the text for the speech. Skills to speak impromptu. Rehearsal as a direct preparation for a speech. Basic rules of behavior during a speech.

History of rhetoric: Ancient rhetoric, medieval rhetoric and rhetoric of the Renaissance, rhetoric in modern times, the current state of rhetoric. Prominent representatives of oratory, prominent representatives of academic speech.

#### **Topic 6: Basic categories of pedagogical rhetoric.**

Rhetorical laws. Application of rhetorical techniques in pedagogy. Speech and rhetorical knowledge, skills, abilities of the teacher. Characteristics of the teacher's personality. Appearance of the teacher. The image of the teacher as a speaker: facial expressions, plasticity, movements, posture, gaze. Verbal and non-verbal means of communication, their versatility and diversity. Diagnostics of the formation of self-presentation skills in public communication.

#### **Topic 7. Speech technique.**

Oral speech and its features. Basic requirements for teacher's speech technique. Knowledge of the structure of the language apparatus as a prerequisite for effective pedagogical communication. The speech apparatus and its structure. Breathing and its training. Voice and the process of its development. Voice timbre and diction. Intonation. The pace of speech. Internal and external techniques of pedagogical communication. Ways to improve professional voice characteristics.

#### **Topic 8: Lecture as a leading form of teaching in higher education. Ways of influencing the language culture on the audience.**

The importance of the university lecture. Basic requirements for the lecture. Features of lecturing. Preparation for the lecture. The main characteristics of the audience as a social and psychological community of people. Interaction between the teacher and the audience. Emotional states of the audience, its interests, goals and objectives. Contact in pedagogical communication. Language behavior of the teacher in the classroom. Methods and techniques of linguistic influence on the audience.

### **Topics of practical classes**

#### **Topic 1: The essence of pedagogical communication**

Conditions of effectiveness and ways to improve teacher's speech.

#### **Topic 2. Mastery of pedagogical communication**

Forms, stages and means of communication in different pedagogical situations.

#### **Topic 3. Pedagogical communication as a dialog**

Technology of organizing pedagogical interaction in learning.

#### **Topic 4. Teacher's culture of speech.**

The work of the teacher to improve the level of speech culture.

#### **Topic 5. Public speaking as a social phenomenon.**

Speech analysis of prominent representatives of oratory and academic speech.

#### **Topic 6: The main categories of pedagogical rhetoric.**

The image of the teacher as a speaker: facial expressions, plasticity, movements, posture, gaze. Verbal and non-verbal means of communication.

#### **Topic 7. Speech technique.**

Ways to improve professional voice characteristics.

Topic 8. Lecture as a leading form of education in higher education. Ways to influence the language culture on the audience.

Methods and techniques of linguistic influence on the student audience.

## Independent work

Independent work of the student includes the processing of lecture material, preparation for practical classes, the implementation of individual tasks using methodological recommendations.

Students are recommended additional materials (videos, articles, textbooks) for independent study and analysis, preparation for lectures and practical classes.

## Course materials and recommended reading

### Basic literature

1. Sereda N.V., Solodovnyk T.O., Ihnatiuk O.A. Pedagogichne spilkuвання ta rytoryka : navchalno-metodychnyi posibnyk dlia studentiv osvithnoho stupeniu «mahistr» spetsialnosti 011 «Osvitni, pedagogichni nauky» ta aspirantiv vsikh spetsialnostei. Kharkiv : NTU «KhPI», 2023. 152 pages. URL : <https://repository.kpi.kharkov.ua/server/api/core/bitstreams/9a5b05fb-63df-44d8-bc5e-e9f5f97034e1/content>

2. Sereda N.V., Kvasnyk O. V. Osnovy oratorskoi maisternosti: navchalnyi posibnyk. Kharkiv : NTU «KhPI», 2019. 304 pages. URL : [http://repository.kpi.kharkov.ua/bitstream/KhPI-Press/47845/1/Book\\_2020\\_Sereda\\_Oratorska\\_maisternist.PDF](http://repository.kpi.kharkov.ua/bitstream/KhPI-Press/47845/1/Book_2020_Sereda_Oratorska_maisternist.PDF)

3. Sereda N.V. Osnovy rytoryky dlia biznes-lideriv: efektyvnyi publichnyi vystup : navchalnyi posibnyk. Kyiv : DP «NVTs «Priorytety», 2016. 40 pages. URL : [http://repository.kpi.kharkov.ua/bitstream/KhPI-Press/30520/1/Sereda\\_Osnovy\\_rytoryky\\_2016.pd](http://repository.kpi.kharkov.ua/bitstream/KhPI-Press/30520/1/Sereda_Osnovy_rytoryky_2016.pd)

4. Romanovskiy O.H., Sereda N.V., Kvasnyk O.V. Pedagogichna etyka : tekst lektsii. Kharkiv : NTU «KhPI», 2008. 64 pages. <https://repository.kpi.kharkov.ua/handle/KhPI-Press/23724>

5. Bohdan Zh., Sereda N., Solodovnyk T. Formuvannia komunikatyvnoi kompetentnosti studentiv zakladiv vyshchoi osvity: monohrafiia. Kharkiv : Drukarnia Madryd, 2020. 262 pages. URL : [http://repository.kpi.kharkov.ua/bitstream/KhPI-Press/46292/1/Book\\_2020\\_Bohdan\\_Formuvannia.pdf](http://repository.kpi.kharkov.ua/bitstream/KhPI-Press/46292/1/Book_2020_Bohdan_Formuvannia.pdf)

6. Barnes Alyssan (2016). Rhetoric Alive! Book 1: Principles of Persuasion (Student Edition) Classical Academic Press. 384 pages.

7. Siczek Megan (2022). Pedagogical Innovations in Oral Academic Communication. University of Michigan Press ELT. <https://doi.org/10.3998/mpub.11631950>

8. Public Speaking for Teachers I: Lecturing Without Fear. *Yale University. Poorvu Center for Teaching and Learning.* <https://poorvucenter.yale.edu/teaching/ideas-teaching/public-speaking-teachers-i-lecturing-without-fear>

9. Public Speaking for Teachers II: The Mechanics of Speaking. *Yale University. Poorvu Center for Teaching and Learning.* <https://poorvucenter.yale.edu/teaching/ideas-teaching/public-speaking-teachers-ii-mechanics-speaking>

### Supplementary literature

1. Aristotle (2012). The Art of Rhetoric. William Collins. 256 pages.

2. Corbett Edward P. J., Connors Robert J. Classical Rhetoric for the Modern Student, 4th Edition. Oxford University Press, 1998. 562 pages.

3. Eva Bjerkholt, Trine Ørbæk & Tina Kindeberg (2020): An outline of a pedagogical rhetorical interactional methodology – researching teachers' responsibility for supporting students' desire to learn as well as their actual learning, *Teaching in Higher Education*, DOI: 10.1080/13562517.2020.1792876 <https://doi.org/10.1080/13562517.2020.1792876>

4. Bartlett, Lesley E., "Pedagogy in Action: Teaching and Writing as Rhetorical Performance" (2014). Dissertations, Theses, and Student Research: Department of English. 89 pp. URL : <https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=1098&context=englishdiss>

## Assessment and grading

### Criteria for assessment of student performance, and the final score structure

100% of the final grade consists of assessment results in the form of a Graduating Test (20%) and ongoing assessment (80%).

Graduating Test: online-test and solving a practical task.

Current assessment: completion of assignments in practical classes and assignments for independent work (80%, 10% for each topic).

### Grading scale

Total points	National	ECTS
90–100	Excellent	A
82–89	Good	B
75–81	Good	C
64–74	Satisfactory	D
60–63	Satisfactory	E
35–59	Unsatisfactory (requires additional learning)	FX
1–34	Unsatisfactory (requires repetition of the course)	F

## Norms of academic integrity and course policy

The student must adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI": to demonstrate discipline, good manners, kindness, honesty, and responsibility. Conflict situations should be openly discussed in academic groups with a lecturer, and if it is impossible to resolve the conflict, they should be brought to the attention of the Institute's management. Regulatory and legal documents related to the implementation of the principles of academic integrity at NTU "KhPI" are available on the website: <http://blogs.kpi.kharkov.ua/v2/nv/akademichna-dobrochesnist/>

## Approval

Approved by

Date, signature

**Head of the department**  
Nina PIDBUTSKA

Date, signature

**Guarantor of the educational program**  
Natalia SEREDA