

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

NATIONAL TECHNICAL UNIVERSITY

«KHARKIV POLYTECHNIC INSTITUTE»

Department of Department of Pedagogy and Psychology of Social System  
Management named after I. A. Ziaziun

## **SELF-STUDY GUIDELINES**

**for the «Fundamentals of Public Speaking» course**

for full-time students of the first (bachelor's) level of higher education,  
specialty C4 «Psychology»,  
educational program «Psychology»

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NTU «KhPI»  
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## Teaching materials for lectures

### Plan of lecture classes

Topic	Number of hours
Rhetorical Speech as a Type of Oral Communication	4
Historical Foundations of the Art of Speech	4
Principles of Working with an Audience	4
Logical Foundations of Oratory	4
Stages of Public Speaking Preparation	4
The Image of an Orator	4
Mastery of Public Speaking	4
Psychological Foundations of Rhetoric	4

### Topic 1: Rhetorical Speech as a Type of Oral Communication

Public rhetorical speech and its main characteristics. The structure of a public speech. Types and genres of rhetorical speech.

Recommended reading:

1. 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)
2. 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.pdf](http://repository.kpi.kharkov.ua/bitstream/KhPI-Press/30520/1/Sereda_Osnovy_rytoryky_2016.pdf)
3. Justin C. Nzekwe. (2016) The Art of Oratory: Effective guide to Communication and Speech Making Create. Space Independent Publishing Platform; 2nd edition. 270 p. <https://pdfbookhub.net/download/4705487-art-of-writing-a-speech>

### Topic 2. . Historical Foundations of the Art of Speech

The origin and main stages of the development of public speaking. Ancient Greece, Rome, the Middle Ages, the Modern Age. Outstanding orators. The modern stage: neorhetoric. Ukrainian traditions of rhetoric.

Recommended reading:

1. 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)
2. Fassett Deanna L., Nainby Keith (2020). Empowering Public Speaking. 296 pages. [http://cognella-titles-sneakpreviews.s3.amazonaws.com/82158-1A-URT/82158-1A\\_SP.pdf](http://cognella-titles-sneakpreviews.s3.amazonaws.com/82158-1A-URT/82158-1A_SP.pdf)

### **Topic 3. Principles of Working with an Audience**

Dialogue as a means of communication. Principles of communication. The law of speech orientation towards the audience. The law of movement towards the goal and audience orientation. The law of speech effectiveness. Laws of speech behavior. Considering audience characteristics. Audience emotions. Rules and mistakes in relation to the audience during a public speech.

Recommended reading:

1. 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)
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3. Barnes Alyssan (2016). Rhetoric Alive! Book 1: Principles of Persuasion (Student Edition) Classical Academic Press. 384 pages. <https://www.exodusbooks.com/samples/CAP/69201sample.pdf>
4. Fassett Deanna L., Nainby Keith (2020). Empowering Public Speaking. 296 pages. [http://cognella-titles-sneakpreviews.s3.amazonaws.com/82158-1A-URT/82158-1A\\_SP.pdf](http://cognella-titles-sneakpreviews.s3.amazonaws.com/82158-1A-URT/82158-1A_SP.pdf)
5. Gold Nick (2020). Speaking with Confidence. Penguin. 144 pages. <https://www.slideshare.net/slideshow/speaking-with-confidence-nick-gold/251483222>

### **Topic 4. Logical Foundations of Oratory**

Truthfulness and correctness of thinking and speech. Speech persuasion. Structure and types of arguments. Formal logical laws. Logical foundations of argumentation.

Logical mistakes. The art of dispute (eristics). Characteristics and classification of disputes. Polemical techniques. Requirements for disputes.

Recommended reading:

1. 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)
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4. Justin C. Nzekwe. (2016) The Art of Oratory: Effective guide to Communication and Speech Making Create. Space Independent Publishing Platform; 2nd edition. 270 p. <https://pdfbookhub.net/download/4705487-art-of-writing-a-speech>

### **Topic 5. Stages of Public Speaking Preparation**

Preparation for public speaking. Invention: topic selection, material gathering. System of topoi and heuristic schemes. Literature processing. Types of reading. Disposition. Speech construction. Plan development. Methods of presenting material. The role and principles of structuring the introduction, main part, and conclusion. Elocution. Rhetorical tropes and figures. The role of embellishments in speech.

Recommended reading:

1. 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)
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### **Topic 6: The Image of an Orator**

Orator's image. The concept of pathos, ethos, logos. Appearance: manners, facial expressions, posture, gestures.

Recommended reading:

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5. Gold Nick (2020). Speaking with Confidence. Penguin. 144 pages. <https://www.slideshare.net/slideshow/speaking-with-confidence-nick-gold/251483222>

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### **Topic 7. Mastery of Public Speaking**

Rehearsal: direct preparation for the speech. Voice training. Voice apparatus and its elements. Sound clarity, timbre, tempo, range, and intonational expressiveness. Diction. Posture, gestures, facial expressions. Orator's behavior during a public speech. Answering questions. Speaking before a negatively inclined audience.

Recommended reading:

1. 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)

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### **Topic 8: Psychological Foundations of Rhetoric**

Rhetoric as the art of persuasion. Audience-oriented approach. Consideration of speech roles and objectives. Listener consciousness as a field of influence for the orator. Stereotypes of social consciousness. Subjective assessment of speech by listeners. Personal confidence and self-control. Overcoming the fear of public speaking.

#### Recommended reading:

1. 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)

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## **Methodological materials to ensure students' self-study**

Students' self-study (SSS) occupies a leading place in the system of modern higher education. Of all the types of learning activities, the SSS largely ensures the formation of independence as a leading trait of a student's personality.

Independent work completes the tasks of all other types of learning activities. After all, knowledge that has not become the object of one's own activity cannot be considered a person's real property. Therefore, SSS has educational, personal and social significance.

Learning activity is characterized by subjectivity, activity, subject matter, purposefulness, structure and content.

Special features of independent learning activities are the following:

- changes in the subject itself;
- dependence on the student's level of development and reliance on the achieved level of development;
- mastering general methods of action and scientific concepts;
- precedence of general methods of action to solving problems;
- dependence of changes in mental properties and behavior of students on the results of their own actions.

*Performing self-study involves:*

1. Study of educational literature using the university library and the Internet.
2. Study of educational material given for self-study.
3. Mastering knowledge, types and methods of activity in a particular subject area.
4. Self-checking of the acquired knowledge with the help of the questions presented.

If necessary, you can get individual advice from a teacher on how to perform self-study. To do this, the department develops a schedule of teacher consultations each semester.

### Questions for self-study

1. Explain what the main goal, task, and supertask of a speech are.
2. Describe the oratory of ancient Greece and ancient Rome.
3. Describe the oratory of the Sophists. Analyze the nature and characteristics of

sophisms. Think about how sophistry has found continuation in modern rhetoric?

4. Describe the art of oratory in the Middle Ages and the New Time.
5. Describe the modern rhetoric (neorhetoric) of the XX-XXI centuries.
6. Describe the activities of one of the representatives of the national rhetoric (choose one).
7. Explain the essence of eristics: the history of its origin and basic principles.
8. Identify the basic rules of behavior in public speaking. Make a table.
9. Analyze the features of the exercises on public speaking technique and speech technique: positive and negative aspects, possible mistakes and problems.
10. Identify the basic requirements for the image of the speaker.
11. Describe the problem of “speaker's fever” and suggest ways to overcome it.
12. Identify and analyze the positive and negative aspects of public speaking from the point of view of psychology.

Literature for self-study:

1. 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)
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7. Aristotle (2012). The Art of Rhetoric. William Collins. 256 pages.
8. Corbett Edward P. J., Connors Robert J. Classical Rhetoric for the Modern Student, 4th Edition. Oxford University Press, 1998. 562 pages.

9. Donovan J. (2013) How to Deliver a TED Talk: Secrets of the World's Most Inspiring Presentations. McGraw Hill; 1st edition. 240 pages.

## Methodological recommendations/teaching materials for conducting practical classes

### Plan of practical classes

Topic	Number of hours
Rhetorical Speech as a Type of Oral Communication	2
Historical Foundations of the Art of Speech	2
Principles of Working with an Audience	2
Logical Foundations of Oratory	2
Stages of Public Speaking Preparation	2
The Image of an Orator	2
Mastery of Public Speaking	2
Psychological Foundations of Rhetoric	2

### Practical tasks for the classes

1. Prepare a speech (3 minutes) of one of the types according to P. Soper's classification.
2. Analyze the speech of one of the prominent speakers (to choose from).
3. Analyze the literature and make a typology of audiences. Develop tactics to activate the audience's attention in a speech on a chosen topic.
4. Complete tasks on the logical foundations of public speaking (basic formal logical laws, non-basic formal logical laws, types of inference, simple categorical syllogism, logical foundations of argumentation). Analyze the types of interlocutors. Develop a strategy for approaching each of them. Develop a strategy and tactics for a dispute on the chosen topic.
5. Prepare a speech on one of the topics of your choice:
  - Why did I choose psychology?
  - I love...
  - How do I see my future family?
  - Healthy lifestyle
  - I won a million
  - My favorite book

- I would eat ...
- Duty
- I dream of summer
- Voice of conscience
- Traveling. I'm going to ...
- The most insane act
- Traffic jams
- Why are we reading less?
- Is it worth going to the cinema if you have a big plasma screen at home?
- Are computer games a modern drug?
- Smoking – pros and cons
- What is a career for me?
- I (don't) believe in love at first sight
- Money
- Higher education today
- Does our world have a future?
- Speed
- Love is...
- Politics is a part of our life
- Fashion whims
- Understand yourself
- How to understand each other?

Highlight the structure of the speech in the text; identify all rhetorical tropes and figures.

6. Prepare an analysis of the image of prominent contemporary speakers. Analyze the speeches of prominent speakers for the structure of the speech, the use of rhetorical tropes and figures.

7. Work out exercises on speech technique. Prepare a speech for a performance, record it on video, analyze your speech according to the proposed criteria. Create a self-improvement program.

8. Analyze a speech, interview or conversation in terms of the use of modern means of communication. Make a table with an analysis of the positive and negative aspects of the speech from the point of view of psychology.

Recommended reading:

1. 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)

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9. Donovan J. (2013) How to Deliver a TED Talk: Secrets of the World's Most Inspiring Presentations. McGraw Hill; 1st edition. 240 pages.

10. <https://www.ted.com/>

## **Methodological instructions/recommendations for completing an individual assignment**

### General requirements for the abstract

- Language – English.
- Style – scientific.
- Sequence – logical.
- Page format – A4.
- Font and size – Times New Roman, 14.
- Line spacing – one and a half.
- Margins: left margin – 30 mm, right margin – 15 mm, top and bottom margin – 20 mm.
- Simple outline – 1-2 sections.
- The list of references should include about 10 titles.
- Section headings are written in CAPITAL letters.
- Subsection titles are written in lowercase letters (except for the first one).

The length of an abstract is usually 7-15 pages, in some cases up to 20-30 pages. A standard abstract traditionally consists of several parts: title page; table of contents; introduction; main body; conclusion; and references.

**The table of contents** contains a list of sections, subsections, and page numbers to them. Often, instead of the table of contents, you are required to write an outline. The plan can be simple, when you need to list the names of the paragraphs of the essay in a numbered list, and complex, when in addition to the paragraphs, you also indicate their subparagraphs.

**An introduction** usually lasts a page and a half. Its main purpose is to introduce the reader to the essence of the problem. The introduction justifies the choice of the topic (why it is important) and its relevance. We outline the goals and objectives of the work. If necessary, make a brief review of the sources used. If you can't write an introduction at first, you can do it after writing the conclusion, when all your thoughts are systematized and finalized.

**The main part.** Before you start writing the main body, you need to decide on the titles of chapters and paragraphs – the basic requirements for an essay. Next, you should build a chain of presentation so as not to disrupt the sequence of thoughts and not to deviate from the given topic. Highlight the main aspects as much as possible; the main part of the essay should outline the main concepts set forth in the sources. Be sure to cite the author if you use quotations: this is an indicator of your academic integrity. When citing, make references. There are several options for their design, for example, footnotes can be placed at the end of the page, or they can be indicated briefly in square brackets with the number of the source in the bibliography and the original page of the quote like [10, p. 355], so it is better to specify their design in advance.

**Conclusion.** The conclusion summarizes the main topic in a concise form and presents your own view of the problem and its solution.

**A list of references or bibliography** is a systematic compilation of a list of sources used. In other words, it is the information that even an outsider can use to find a particular book. The list is compiled in alphabetical order on the last page.

The topic of the abstract can be chosen by the student in accordance with the principle of academic freedom, in consultation with the teacher, and within the framework of the educational component.

#### **Approximate topics of an abstract:**

1. The place of rhetoric in modern society.
2. Modern trends in the development of public speaking.
3. Oratory as one of the criteria for the professional training of future specialists.
4. Speech style: concept and content.
5. Culture of speech of the speaker.
6. The image of the speaker.
7. The laws of effective communication.
8. Requirements for an oratorical speech.
9. Features of speech etiquette.
10. Strategic and tactical techniques in the speaker's speech.
11. The role of non-verbal communication techniques in public speaking.
12. Intonation and expressive means of speech and their role in the speaker's speech.
13. Means of persuasion in speech.
14. Methods of preparation for public speaking.
15. Rehearsal: direct preparation for the speech.

16. Social and psychological characteristics of the audience.
17. Psychological contact as a condition for the speaker's influence on the audience.
18. Psychological ways of influencing the speaker on the audience.
19. Methods of activating the audience's attention.
20. Culture of polemics: content and principles.
21. Behavior during the speech.
22. Speaking to a negative audience.
23. Causes of communication failures.
24. Difficulties and mistakes in public speaking.

## **Teaching materials for current, intermediate and final control**

1. Analyze the concept of a public rhetorical speech and provide its main characteristics.
2. Name and briefly describe the requirements for an oratorical speech.
3. Define what is the main purpose, task and supertask of the speech.
4. Analyze the main principles of building an oratorical speech.
5. Provide a traditional classification of the genera and types of oratory.
6. Name and briefly describe the modern classification of oratory by P. Soper.
7. Analyze the causes and main stages of development of public speaking.
8. Evaluate the oratory of ancient Greece and ancient Rome. Tell in detail about one of its representatives.
9. Describe the oratory of the Sophists. Give examples of sophisms. How sophistry has found continuation in modern rhetoric?
10. Give an assessment of the oratory in the Middle Ages and the New Time.
11. Describe the modern rhetoric (neorhetoric) of the XX-XXI centuries.
12. Describe the features of national rhetoric. Tell us in detail about one of its representatives.
13. Analyze the basic principles of working with the audience.
14. Analyze the consideration of audience characteristics in the preparation and delivery of the speech.
15. Name and describe effective ways to activate the attention of the audience.
16. Name the formal logical laws and explain their essence. Give examples.
17. Analyze the logical foundations of argumentation.
18. Explain the essence of heuristics: history and basic principles.
19. Provide a classification of types of disputes.
20. Name and characterize the correct and incorrect arguments in eristics.
21. Explain the essence of the main stages of preparation for public speaking.
22. Analyze the 1st stage: Invention or Invention of the topic. Name the principles of selection of material for the speech.

23. Analyze the 2nd stage: Disposition or Construction of the speech. Name and describe the two laws of disposition.
24. Analyze the 3rd stage: Elocution or Embellishment. Provide a classification of rhetorical tropes.
26. Analyze the 4th stage: Rehearsal: the actual preparation for the speech.
27. Identify the basic rules of behavior during a public speech.
28. Analyze the typical difficulties and mistakes of public speaking.
29. Describe the features of the performance before a negative audience.
30. Name and evaluate the main ways to combat the fear of public speaking.
31. Name the basic principles of answering questions during public speaking.
32. Describe the requirements for gestures and facial expressions as components of public speaking technique. Give examples of exercises to improve gestures and facial expressions.
33. Describe the requirements for the speaker's posture, posture, gait, movements in space as components of public speaking technique. Give examples of exercises to improve posture, posture, gait.
34. Analyze the concept of "speech technique".
35. Describe the requirements for the speaker's breathing as the most important component of the technique. Give examples of exercises for breathing and its development.
36. Describe the requirements for intonation and timbre of the voice as part of the technique of speech. Give examples of exercises to improve intonation and timbre of the voice.
37. Describe the requirements for the pace of speech, diction as part of the technique. Provide examples of exercises to improve speech rate, diction.
38. Describe the requirements for volume, pitch, flight of the voice as part of the technique of speech. Provide examples of exercises to improve the volume, pitch, fluency of the voice.
39. Analyze the concept of "speaker's image".
40. Describe the rhetorical doctrine of pathos, ethos, logos.

41. Identify the basic requirements for the appearance of the speaker: clothing, manners, appearance, facial expression, posture, gestures.
42. Analyze the role and methods of persuasion and suggestion in public speaking.
43. Describe the targeted approach to the audience. Analyze the psychological types of listeners.
44. Identify and analyze the positive and negative aspects of public speaking from the point of view of psychology.

## Sources for trainig:

### Basic literature

1. Barnes Alyssan (2016). Rhetoric Alive! Book 1: Principles of Persuasion (Student Edition) Classical Academic Press. 384 pages. <https://www.exodusbooks.com/samples/CAP/69201sample.pdf>
2. Fassett Deanna L., Nainby Keith (2020). Empowering Public Speaking. 296 pages. [http://cognella-titles-sneakpreviews.s3.amazonaws.com/82158-1A-URT/82158-1A\\_SP.pdf](http://cognella-titles-sneakpreviews.s3.amazonaws.com/82158-1A-URT/82158-1A_SP.pdf)
3. Gold Nick (2020). Speaking with Confidence. Penguin. 144 pages. <https://www.slideshare.net/slideshow/speaking-with-confidence-nick-gold/251483222>
4. Justin C. Nzekwe. (2016) The Art of Oratory: Effective guide to Communication and Speech Making Create. Space Independent Publishing Platform; 2nd edition. 270 p. <https://pdfbookhub.net/download/4705487-art-of-writing-a-speech>

### 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. Donovan J. (2013) How to Deliver a TED Talk: Secrets of the World's Most Inspiring Presentations. McGraw Hill; 1st edition. 240 pages.

### Our own methodological works

1. Sereda N.V., Kvasnyk O. V. Osnovy oratorskoï maïsternosti: navchalnyi posibnyk. Kharkiv : NTU «KhPI», 2019. 304 pages. URL : [http://repository.kpi.kharkov.ua/bitstream/KhPI-Press/47845/1/Book\\_2020\\_Sereda\\_Oratorska\\_maïsternist.PDF](http://repository.kpi.kharkov.ua/bitstream/KhPI-Press/47845/1/Book_2020_Sereda_Oratorska_maïsternist.PDF)
2. 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.pdf](http://repository.kpi.kharkov.ua/bitstream/KhPI-Press/30520/1/Sereda_Osnovy_rytoryky_2016.pdf)

### Information resources

1. <https://www.ted.com/>
2. <https://www.toastmasters.org/>
3. <https://www.kindrahall.com/>
4. <https://www.coursera.org/>