



МИНОБРНАУКИ РОССИИ
федеральное государственное бюджетное образовательное учреждение
высшего образования
«ИРКУТСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ»
ФГБОУ ВО «ИГУ»

Кафедра европейских языков

УТВЕРЖДАЮ:

Директор МИЭЛ

О. В. Архипкин

« 22 » апреля 2026 г.



Рабочая программа дисциплины

Наименование дисциплины **Б1.О.07 Основы публичной речи / Public Speaking**

Направление подготовки **45.04.02 Лингвистика**

Направленность подготовки Проектирование цифрового лингвистического образовательного контента / Digital Linguistic Educational Content Design»

Квалификация выпускника – магистр

Форма обучения очная с применением электронного обучения, дистанционных образовательных технологий

Согласовано с УМК МИЭЛ ИГУ:

Рекомендовано кафедрой:

Протокол № 3 от « 23 » марта 2026 г.

Протокол № 7 от «10» марта 2026 г.

Председатель

Е. В. Крайнова

Зав. кафедрой

И. С. Шильникова

Иркутск 2026 г.

Б1.О.07 Основы публичной речи / Public Speaking

Discipline goal is to form the master's communicative competence aimed at mastering theoretical and practical knowledge, acquiring skills in the field of public speaking and speech culture for practical application in professional activities.

Discipline objectives:

1. study the theory and practice of effective communication based on historical and modern achievements in the field of speech tactics;
2. master the techniques and methods of preparing a public speech and the conditions for its successful implementation;
3. study the basic concepts and factors determining the effectiveness of public speaking;
4. acquire skills in shaping public speaking tactics.

CONTENT AND STRUCTURE OF THE DISCIPLINE

This discipline consists of 6 credit units, or 216 hours.

Of these, 216 hours are taught using e-learning and distance learning technologies.

Of these, 36 hours are practical training, 6 hours – credit, 42 – contact work.

Midterm assessment form: 2nd term – credit

Discipline content, structured by topic, indicating the types of classes and the number of academic hours allocated to them

№	Section of the discipline / topic	term	Total number of academic hours	Practical training (in hours)	Types of studies, Including student's independent work, classroom hours and studies intensity (in academic hours)			Student's independent work	Forms of ongoing progress monitoring; midterm assessment form (by semester)
					Contact work between the lecturer and the student				
					Lectures	Classroom studies	Consultations		
1	2	3	4	5	6	7	8	9	10
1	Topic 1. Public speaking: history and modern state.	2	24			4		20	oral survey
2	Topic 2. The concept of effective communication. Ethics of public communication.	2	24			4		20	test
3.	Topic 3. Types of public speaking.	2	30			6		24	report
4.	Topic 4. Development of the concept of public speaking. Basic requirements for public the performance. Developing strategies and tactics for future speech.	2	26			4		22	report and presentation
5.	Topic 5. Types of public presentations on the goal.	2	26			4		22	report

6.	Topic 6. The speaker's personality and behavior.	2	26			4		22	report and presentation
7.	Topic 7. Speaker and audience contact. Techniques to maintain listeners' attention.	2	26			4		22	report and presentation
8.	Topic 8. Non-verbal means in public speaking. The use of visual aids in public speaking.	2	24			4		22	oral presentation
	Credit	2							
	Total number of academic hours in 2nd term:		216			34		174	

Contents of Educational Material

Topic 1.

The history of public speaking: from ancient speakers to modern speakers.

Topic 2.

Effective communication techniques.

Topic 3.

Types and main genres of public speaking.

Topic 4.

Basic requirements for public the performance.

Topic 5.

Types of public speaking by purpose.

Topic 6.

The image of a successful speaker.

Topic 7.

Public speaking techniques and means of attracting listeners' attention.

Topic 8.

The role of non-verbal means of communication in public speaking.

REQUIREMENTS FOR DISCIPLINE ACHIEVEMENT

List of planned learning outcomes by discipline correlated with indicators of achievement

Competence	Indicators of achievement	Discipline outcomes
<p>УК-4 Able to use modern communication technologies, including in foreign language(s), for academic and professional interaction</p>	<p>ИДК_{УК4.1} Uses modern communication technologies to establish and develop professional contacts in accordance with the needs of joint activities, including information exchange and development of a common interaction strategy</p>	<p>Know: – the main provisions of the theory of speech activity, the principles of the organization of speech communication based on the language system and ethical and moral norms of behavior; – principles of effective communication. Be able to: – create a public speech; – make a public speech. Master: – skills of effective speech behavior in actual communicative-speech situations of communication in accordance with the system of linguistic and stylistic norms of the language.</p>
	<p>ИДК_{УК4.2} Presents academic and professional results at various public events, including</p>	<p>Know: – a system of linguistic and stylistic norms; – the main differences in the</p>

	international ones, choosing the most appropriate format	<p>conceptual, cultural and linguistic worldviews of speakers of different languages.</p> <p>Be able to:</p> <ul style="list-style-type: none"> – create texts of various functional styles, presented in written and oral form, in accordance with the criteria existing in public speech. <p>Master:</p> <ul style="list-style-type: none"> – skills of effective speech behavior in communicative and verbal communication situations in accordance with the system of linguistic and stylistic norms of the language; – ethical skills of intercultural speech communication, taking into account the addressee, the basics of intercultural communication and tolerance, ensuring the adequacy of social and professional contacts.
<p>УК-5</p> <p>Able to analyze and account for cultural diversity in the process of intercultural interaction</p>	<p>ИДК_{УК5.1}</p> <p>Analyzes and takes into account sociocultural characteristics in intercultural interaction with subjects of professional activity</p>	<p>Know:</p> <ul style="list-style-type: none"> – different historical types of cultures; – mechanisms of intercultural interaction; – fundamentals of the theory of intercultural communication and the basics of public speech for overcoming the influence of stereotypes and the implementation of intercultural interaction. <p>Be able to:</p> <ul style="list-style-type: none"> – to assess the situation in the process of intercultural interaction, to choose effective forms of interpersonal interactions, taking into account national, socio-cultural characteristics and ethical and legal norms. <p>Master:</p> <ul style="list-style-type: none"> – skills of intercultural interaction, taking into account the diversity of

	<p>ИДК_{уК5.2} Creates a tolerant interaction environment when performing professional tasks</p>	<p>cultures.</p> <p>Know: – basic units and principles of communication.</p> <p>Be able to: – analyze and take into account the diversity of cultures in the process of intercultural interaction.</p> <p>Master: – the specifics of foreign language culture, the peculiarities of verbal and non-verbal communication for the implementation of intercultural interaction.</p>
<p>ОПК-5 Is able to carry out cross-linguistic and intercultural interaction with speakers of the language studied, in accordance with the rules and traditions of cross-cultural professional communication, as well as the rules of speech communication in a non-native society</p>	<p>ИДК_{ОПК5.1} Carries out interlanguage and intercultural interaction in accordance with the rules of cross-cultural professional communication, speech communication in a foreign-language society</p>	<p>Know: – basic laws and rules of effective speech communication; – features of various forms of communication.</p> <p>Be able to: – analyze the communication situation taking into account all its components; – to make a choice of linguistic and non-verbal means adequate to communicative tasks in situations of intercultural communication.</p> <p>Master: – public speaking skills in the field of professional intercultural communication.</p>

Разработчик:



(подпись)

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Программа рассмотрена на заседании кафедры европейских языков
« 10 » марта 2026 г. Протокол № 7.

Зав. кафедрой  И. С. Шильникова

Настоящая программа не может быть воспроизведена ни в какой форме без предварительного письменного разрешения кафедры–разработчика программы.