



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Communication and Eloquence							
Course Code		TE195		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	2	Workload	52 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim of the course is to comprehend the importance of the properly and effective speaking in a daily life; to achieve proper, understandable, clear, fluent and effective speaking; to achieve while expressing the ideas make use of proper and fluent sentences consist of right words.							
Course Content		The term of “speaking and speech”, the genres of speech, the reasons prevent from properly and effectively speaking, correct and effective pronunciation, to construct correct and effective sentences, aspects of fluent speech and, to have the ability of proper, understandable, clear, fluent and effective speaking before the audience are will be evaluated in theoretical and comprehending way of teaching.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	akıcı, Ali vd; Üniversiteler İçin Türkçe-2 Sözlü Anlatım. Ankara: Gazi Kitabevi, 2011. Aktaş, Şerif-Osman Gündüz; Yazılı ve Sözlü Anlatım. Ankara: Akçağ Yayınları, 2002 (3. Baskı).
2	AMAN, E, Doğru. Güzel ve Etkili Konuşma Sanatı. Ankara: Gazi Kitabevi, 2004

Week	Weekly Detailed Course Contents	
1	Theoretical	Meeting with students and introduction to course subjects.
2	Theoretical	The term of speaking and speech, the speech genres, the importance of properly and effective speaking.
3	Theoretical	The basics of the developing properly and effectively speaking skills.
4	Theoretical	The rules have to be followed in order to achieve the ability of proper and effective speaking-I: Preparing the body for the speech and the importance of correct pronunciation (diction).
5	Theoretical	The rules have to be followed in order to achieve the ability of proper and effective speaking-II: To learn the different accents and to use proper and effective accent in pronouncing words and sentences.
6	Theoretical	The rules have to be followed in order to achieve the ability of proper and effective speaking-III: To learn the proper inflection in words and sentences.
7	Theoretical	To learn the proper inflection in words and sentences. Reading: Yakıcı, 19-21; Comprehending. 7 The rules have to be followed in order to achieve the ability of proper and effective speaking-IV: Increasing the voice usage and comprehending the diction.
8	Theoretical	To learn the proper inflection in words and sentences.
9	Theoretical	The reasons for the speech defects-I: Behavioral speech defects.
10	Theoretical	The reasons for the speech defects-II: Articulate speech defects
11	Theoretical	The reasons for the speech defects-III: Being unacquainted with speech defects.
12	Theoretical	The use of and importance of the body language in proper and effective speaking.
13	Theoretical	Planning for a proper and effective speaking.
14	Theoretical	Comprehending for proper and effective speaking-I.

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	3	1	4



Final Examination	1	5	1	6
Total Workload (Hours)				52
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To have ability of expressing the ideas with correct and effective words and sentences.
2	To have the ability of proper, understandable, clear, fluent and effective speaking before the audience.
3	To have the skills of preparing and presenting a planned speech.
4	To learn the reasons prevent from the proper and effective speaking.
5	To have the ability of expressing oneself properly and effectively.

Programme Outcomes (Dairy Technology)

1	Having sufficient infrastructure in basic sciences and engineering subjects and ability to use the theoretical and applied info instantly in this field.
2	Determining the modern techniques, tools and information technologies required for applications related with his field and ability to use them efficiently
3	Ability for planning, projecting, and designing, following up, analyzing and finding target-driven solutions related with his field
4	Ability to have professional ethic and awareness.
5	Ability to work, decide, express opinions orally and in written individually
6	Ability to participate team studies, taking responsibility, making leadership.
7	Ability to conceive Atatürk's principles and reforms, to communicate in Turkish and foreign language.
8	Ability to comprehend the necessity to learn for a life time, to monitor developments in science and technology and continuously renew himself.
9	Having sufficient level of information about production and quality control of milk and dairy products and also product development, increasing product quality and food security fields.
10	Ability to detect, define, solve problems related with his field and to select and apply suitable methods and modeling techniques for this purpose.
11	To be conscious about workplace applications, worker health, work security and environment subjects, to have knowledge about legal results of the engineering applications related with his subject.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P5	5	5	5	5	5
P8	4	4	4	4	4

