



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Effective and Beautiful Speaking Techniques							
Course Code		BYY185		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		With this course students; effective and beautiful speaking competences.							
Course Content		Breathing, Voice Organs, Emphasis, Ulama, Tinting, Protocol Talk, Information Talk.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Books on speech, diction, breathing techniques and application displays, various protocol speeches
2	Saying and Diction, Can Gürzap

Week	Weekly Detailed Course Contents	
1	Theoretical	Breath
2	Theoretical	Vocal organs
3	Theoretical	Vocal organs
4	Theoretical	Emphosis, liasion, toning
5	Theoretical	Emphosis, liasion, toning
6	Theoretical	Emphosis, liasion, toning
7	Theoretical	Emphosis, liasion, toning
8	Theoretical	Emphosis, liasion, toning
9	Theoretical	Speech of protocol
10	Theoretical	Speech of protocol
11	Theoretical	Speech of protocol
12	Theoretical	Speech of information
13	Theoretical	Speech of information
14	Theoretical	Speech of information
15	Theoretical	Speech of information
16	Final Exam	Semester final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	10	0	1	10
Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Using breathing techniques
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2	Make appropriate speeches to the environment
3	Use speech organs
4	Making appropriate speeches
5	Having a good diction

Programme Outcomes (Call Center Services)

1	Ability to use information and communication technology tools and other professional tools and techniques
2	Ability to plan and implement professional processes
3	Foreign language communication skills
4	Professional confidence
5	Entrepreneurship Skills
6	Ability to use theoretical domain knowledge in practice
7	Ability to manage a process to meet requirements
8	Work skills in teams, including interdisciplinary
9	Ability to identify and solve problems in professional practice
10	Professional ethics and accountability

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

	L1
P1	3
P2	3
P4	3
P5	3
P6	3
P7	3
P8	3
P9	3
P10	3

