



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title	Methods of Rhetoric								
Course Code	TD306	Course Level			First Cycle (Bachelor's Degree)				
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	<p>With this course students; they're thinking, what they hear, what they see, they live, what they have learned, they clear, understandable, accurate and efficient oral storytelling skills and habits that they can win; However, he started speaking and writing in accordance with the rules consciously use the correct and attentive; prepared or unprepared in the face of a person or community thoughts and feelings effectively and understandably express skills enhancements; business and professional life to be able to express yourself orally in comfortably, the ability to speak in public, presentation skills enhancements; may experience problems by talking in business life, it needs; interpret, evaluations and verbal expression is intended to be able to.</p>								
Course Content	<p>To explain in terms of theoretic points. To describe, express, defend and prove the thought, to observe the formation phase clearly by giving examples. Speech organs, diaphragm control. Voice exercises. To improve fluent speech skills in a specific subject. To introduce prospective teachers with various speech exercises for the elementary Turkish language courses and to prepare practice areas for them to improve their skills.</p>								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Teaching Methods			Explanation (Presentation), Individual Study					
Name of Lecturer(s)	Ins. Birsen DOĞAR								

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Yakıcı, Ali-Doğan, Mehmet-Yücel, Mustafa-Yelok, Veli Savaş, Üniversiteler İçin Türkçe-2: Sözlü Anlatım, Gazi Kitabevi, Ankara 2011.
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Week	Weekly Detailed Course Contents & Teaching Methods	
1	Theoretical	What is speech? The place and importance of speech in human life.
2	Theoretical	What is the importance of effective and beautiful speaking? What are the characteristics of a good speech and speaker?
3	Theoretical	What should be done for an effective and beautiful speech? Principles of effective and beautiful speaking.
4	Theoretical	Elements of speech: sound, sound formation and qualities of sound, breathing.
5	Theoretical	Definition and importance of diction. Making in-class applications by defining articulation.
6	Theoretical	Define stress, tone and intonation. Working on stress and intonation mistakes with sample texts.
7	Theoretical	Defining pause, word punctuation, syllable and sound twist. In-class practice with sample texts.
8	Theoretical	Midterm exam.
9	Theoretical	Pronunciation features of Turkish.
10	Theoretical	Speech disorders. Giving information about voice and pronunciation defects. Discussing in class, evaluation by sampling method.
11	Theoretical	Body language, its importance and definition. Using body language in narration
12	Theoretical	Listening, speaking and listening relationship. Effective listening, note taking, methods and techniques.
13	Theoretical	Speech types: Prepared and impromptu speeches.
14	Theoretical	The rules of speaking in front of the public and on the microphone, presentation techniques. Greeting, presenting and introduction.
15	Theoretical	Poetry reading techniques.
16	Theoretical	Final exam.

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28



Assignment	1	7	2	9
Individual Work	4	4	2	24
Midterm Examination	1	6	1	7
Final Examination	1	6	1	7
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Explains theories, methods, concepts and interconceptual relationships in the field of Public Relations and Advertising.
2	Diagnoses the processes, methods and techniques about the production of scientific knowledge in Public Relations and Advertising.
3	Expresses the theoretical and practice-based knowledge in Public Relations and Advertising.
4	Associates the social, historical, cultural, political and economic dimensions of communication.
5	Develops the skills required for an efficient use of modern technique and tools necessary for communicational practices.
6	Analyzes media texts from a critical perspective.
7	Uses information and communication technologies effectively .
8	Rearranges the knowledge in other disciplines of the social sciences in order to use it in the area of expertise.

Programme Outcomes (Food and Beverage Management)

1	Having scientific and professional ethic values
2	To gain the ability of critical and analytical thinking
3	Having the consciousness of necessity of obtaining new abilities and life-long learning
4	To know the principle concepts related to tourism industry
5	Having the consciousness of tourism and natural, cultural and social environment relations
6	Having the knowledge of higher level of a foreign language to communicate and to follow the new researches and daily subjects at his/her own field
7	Being able to use another foreign language at middle leve
8	Having the ability of doing teamwork
9	Being competent about information technologies
10	Having the ability of administrative knowledge buildup at his field
11	Being competent about the human behaviours and relations of tourism industry
12	Being able to follow the trends at his/her field
13	Being competent about the subjects of establishment procedures of an enterprise and entrepreneurship on the food and beverage management fields
14	Having the ability and knowledge about the subjects that are necessary at his occupation
15	Being able to use and having knowledge about the equipments and hardware systems used at food and beverage establishments
16	Having the ability of problem diagnosis, and to make decision toward problems at food and beverage establishments

