

## Euroculture Eurocompetence I

### Practical Information:

**Number of ECTS points: 5**

**Number of Contact Hours: 30**

**Type of Course: workshop**

**Course Code: WSM-IE/MA/EC/8**

**Prerequisites: level C1 English**

**Location:**

**Lecturer: Scott Simpson**

**Description:** Mastery of an academic subject includes not only the ability to gather knowledge but also the ability to express it. This workshop is designed to improve the participants' communication skills, especially those skills most directly relevant to their current academic programme (classroom presentations and the IP presentation, term papers, IP paper, Thesis) and their future career paths (European Union, academic conferences).

### Learning Outcomes:

EK1: has the ability to form opinions and judgements that include reflection on and respect for (contrary) points of view deriving from other researchers and participants in the discussion (K\_U06 +)

EK2: has competences typically demonstrated through devising and sustaining arguments and opinions on social and ideological issues (K\_U08 +)

EK3: has the ability to write independent and creative essays in Polish or in any foreign language (different from the language of study programme) based on a suitable selection of sources and methodological workshops; ability to write an MA thesis based on own research questions/hypotheses (K\_U09 ++)

EK4: has the ability to prepare presentations and communicate information, ideas, problems and solutions (in Polish or in language of study programme) individually or in a group (K\_U10 ++)

EK5: as the ability prepare written or oral presentations which comply with all academic rules and regulations (especially Intellectual Property Law)(K\_U12 ++)

EK6: has the ability to work individually or in a team, respecting the rules of honest and fair competition (K\_U13 +)

EK7: has the ability to participate in academic discussions in the field of European Studies and to prepare complete and multithreaded presentations in Polish and/or a chosen foreign language on issues related to the field of study (K\_U17 +)

EK8: has the ability to conceive, design, implement and undertake research using appropriate methodologies (K\_U19 +)

**Assessment:** written and oral assignments

**Breakdown of ECTS points:**

1 ECTS = 30 hours of in-classroom instruction

0.5 ECTS = 15 hours reading

2.25 ECTS = 67 hours writing

1.25 ECTS = 37 hours preparing oral presentations

No.	Session Title
1	The means of persuasion
2	Ethos
3	Logos
4	Pathos
5	Structure in speaking
6	Visual aids
7	Student PowerPoint presentations
8	Academic writing
9	Conventions and genres of academic writing
10	The "so what?" of your work: Why theory?
11	Moving from hypothesis to analysis
12	Structure and formatting of your thesis
13	Citation, sources and style
14	The IP Paper
15	Letters and CVs

**DISCRIPTION OF SESSIONS**

Session 1	The means of persuasion
Format	Lecture/workshop
Content & Aims	Purpose & overview of workshop Exercise: Introduce yourself Theory: Aristotle's 'three means of persuasion' Speech: John F. Kennedy at Berlin

Preparation	--
Suggested Further Readings	Aristotle: Rhetoric, Book 1

<b>Session 2</b>	<b>Ethos</b>
Format	Lecture/workshop
Content & Aims	Theory: Ethos & Cialdini's 'six weapons of influence' (heuristics) Exercise: Clash Speech: Bhutto at Beijing Speech: General Marius at Rome
Readings/preparation	Assigned speeches
Suggested Further Readings	Gibson, Stephen. "Milgram's obedience experiments: A rhetorical analysis"

<b>Session 3</b>	<b>Logos</b>
Format	Lecture/workshop
Content & Aims	Theory: Logos, logic, induction, syllogism, enthymeme, sorites Exercise: Intellectual Outlaw Speech: The Schuman Declaration Speech: Thatcher's "Bruges Speech"
Readings/preparation	Assigned speeches
Suggested Further Readings	Goldman, Alvin "Argumentation and Social Epistemology"

<b>Session 4</b>	<b>Pathos</b>
Format	Lecture/workshop
Content & Aims	Theory: Pathos, illocutionary force, apologies, hate speech Exercise: Name that emotion Speech: Juan Carlos in Madrid Speech: Wiesel at the White House
Readings/preparation	Assigned speeches
Suggested Further Readings	Bickford, Susan. "Emotion Talk and Political Judgment"

<b>Session 5</b>	<b>Structure in speaking</b>
Format	Lecture/workshop
Content & Aims	Theory: Finding structure and building structure Exercise: Scrambled speeches Debate
Readings/preparation	Debate topic
Suggested Further Readings	The Oxford Union Guide to Successful Public Speaking (pp. 22-98) Principles and Types of Public Speaking (pp. 213-227)

<b>Session 6</b>	<b>Visual aids</b>
------------------	--------------------

Format	Lecture
Content & Aims	Theory: PowerPoint presentation about PowerPoint presentation
Preparation	--
Suggested Further Readings	Principles and Types of Public Speaking, Chapt. 11 "Using Visual Aids in Speeches" pp.256-286

<b>Session 7</b>	<b>Student PowerPoint presentations</b>
Format	Workshop
Content & Aims	Student PowerPoint presentations
Preparation	Team presentations
Suggested Further Readings	Kenneth Burke, "The Range of Rhetoric" especially pp.19-29 & 35-46

<b>Session 8</b>	<b>Academic writing: Something interesting and important to say</b>
Format	Lecture/workshop
Content & Aims	Discovering a topic, research question, and hypothesis Overview of academic writing Overview of the thesis process Research questions and hypotheses
Readings/preparation	--
Suggested Further Readings	Carl Seashore "Printer's Copy for Master's Thesis" pp.146-147 Simon Lei "Strategies For Finding and Selecting an Ideal Thesis or Dissertation Topic: A Review of Literature"

<b>Session 9</b>	<b>Conventions and genres of academic writing</b>
Format	Lecture/workshop
Content & Aims	Conventions of audience Conventions of genre Term paper, Masters Thesis (dissertation), journal article, journal review
Readings/preparation	10 good questions
Suggested Further Readings	Ulla Connor, "New Directions in Contrastive Rhetoric" pp.493-510

<b>Session 10</b>	<b>The "so what?" of your work: Why theory? Why the literature review?</b>
Format	Lecture/workshop
Content & Aims	The source: where to find what in Krakow Critical reading as a writing skill Writing critical response/critique/evaluation ("How does who do what and why?")
Readings/preparation	3 reviews in EbscoHost or JStore – extranet.uj.edu.pl
Suggested Further Readings	Darrel N. Caulley "The Critical Review of the Literature"

<b>Session 11</b>	<b>Moving from hypothesis to analysis</b>
-------------------	---

Format	Lecture/workshop
Content & Aims	Evidence: anecdote, illustration, statistics, analogy, signs, and images Logic and fallacies (analysis vs. argument) What evidence (questionnaires, tables, etc.) do I include? How? Types of analysis
Readings/preparation	375 word review of chapter/article
Suggested Further Readings	Miller, J. (2007) Organizing Data in Tables and Charts: Different Criteria for Different Tasks, pp.98-101

<b>Session 12</b>	<b>Structure and formatting of your thesis</b>
Format	Lecture/workshop
Content & Aims	The stereotype Thesis structure The reality of Thesis structure How to write a title and an abstract Introductions and conclusions Basic formatting/printing issues
Readings/preparation	Concept map
Suggested Further Readings	Lester, J. (1999). Writing Research Papers: A Complete Guide. New York: Longman. pp. 133-137, 142-145

<b>Session 13</b>	<b>Citation, sources and style</b>
Format	Lecture/workshop
Content & Aims	Paraphrasing, summarising & direct quotation Styleguides: APA, MLA, Turabian, Chicago Verbs, mood and style Jargon, wordiness, biased language Plagiarism, fabrication, self-copying
Readings/preparation	skeleton outline
Suggested Further Readings	Purdue "OWL" website (Chicago, MLA, APA) <a href="http://www.plagiarism.org">www.plagiarism.org</a> , especially the sections on 'types of plagiarism' and 'unintentional plagiarism'

<b>Session 14</b>	<b>The IP Paper</b>
Format	Lecture/workshop
Content & Aims	The Intensive Programme and how it works Writing proposals, portfolio Writing for an international audience The roles your adviser plays Student strategies for dealing with advisers
Readings/preparation	2- page Thesis proposal (to be submitted by 27 January)
Suggested Further Readings	MA Programme Euroculture: Guidelines on the writing of the MA thesis

<b>Session 15</b>	<b>Letters and CVs</b>
Format	Lecture/workshop



Content & Aims	Basic business letter Application letters UK CV, US résumé, Europass
Homework	CV in Europass format
Suggested Further Readings	Handout materials