

ÇAĞ UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES

Code	Course Title	National Credit	ECTS	
FLE 404	Presentation Skills and Communicative Writing	(3-0) 3	6	
Prerequisites & Co-requisites		None		
Language of Instruction		English	Mode of Delivery	
Type and Level of Course		Face to face		
Lecturers	Bertan Kaynatma	Lecture Hours	Office Hours	
Course Coordinator		Tues: 9:30 – 12:30	Wed: 1:30-3:30 bkaynatma@gmail.com	
Course Objective	Build upon learning material from FLE 403 to further hone writing and presentation skills in English. Students should understand the ways to best communicate their ideas and purpose to any audience effectively.			
Learning Outcomes of the Course	Students who have completed the course successfully should be able to		Relationship	
			Prog. Output	
			Net Effect	
	1	Be comfortable in speaking to an audience extemporaneously and without preparation	3	4
	2	Make any presentation sound professional and memorable	3	4
	3	Effectively communicate across different cultures	3-7	4-5
	4	Write more clearly and concisely	3-5	5
	5	Understand how to effectively structure a piece of writing	5	5
	6	Construct visual aids to enhance an oral presentation	3	4
	7	Adopt a writing style to fit the context	3-5	4
	8	Speak with proper pronunciation and effective tone of voice	1-5	4
9	Collaborate in small groups to achieve a goal	3-6	4	
10	Find and effectively use modern research to support arguments and writing purpose	9	5	
Course Description: Sequel to FLE 403. Course designed to perfect writing and speaking ability in different contexts and situations with a clear understand of purpose and speaking to achieve a goal. This includes writing speeches with a clear purpose in mind, extemporaneous debate, and impromptu speaking situations.				
Course Contents:(Weekly Lecture Plan)				
Weeks	Topics	Preparation	Learning Activities & Teaching Methods	
1	Introduction, Syllabus	Notes	Presentation & Discussion	
2	Analyzing elements of good presentations and Organizational Methods of Development	Lecture notes	Lectures and Videos Impromptu Speaking Activity	
3	Speaking to Inform: Enhancing understanding and teaching	Beebe Ch. 15 Hamilton Ch. 11 Speech Topic Selection	Presentation & Discussion Lecture Q&A Debate activity	
4	Speaking to Inform: Maintaining audience interest and making your message memorable	Beebe Ch. 15 Hamilton Ch. 11 Lecture notes Basic outline	Presentation & Discussion Lecture Q&A	
5	Audience analysis and information retention: making memorable speeches	Lecture notes Full outline	Presentation & Discussion Impromptu Speaking Activity	
6	Memorable Introductions and Conclusions	Lecture notes Beebe Ch. 9 – 10 Hamilton Ch. 7	Presentation & Discussion Lecture Q&A Toastmasters Videos	
7	Midterm Presentations	----		
8	Tone of voice and monologue activity	Lecture notes	Activity	
9	Advanced grammar, punctuation, formatting, word choice	Group Speech & Debate Topic Selection	Presentation & Discussion Lecture Q&A	
10	Extemporaneous debate	Lecture notes	Presentation & Discussion Lecture Q&A	
11	Impromptu speaking occasions	Lecture notes	Presentation & Discussion Lecture Q&A	

			Speaking Activity
12	Visual Aids and Powerpoint	Lecture notes	Practice
13	Impromptu speaking occasions	Lecture notes	Practice
14	Final Presentations Practice and Feedback	----	Practice
REFERENCES			
Textbook	Beebe, S., & Beebe, S. (2013). <i>Public Speaking Handbook</i> (1st ed.). New York: Pearson. Hamilton, C. (2012). <i>Essentials of public speaking</i> (1st ed.). Boston: Wadsworth/Cengage Learning.		
Recommended Reading	Related Articles		
Material Sharing			
ASSESSMENT METHODS & CRITERIA			
Activities	Number	Effect	Notes
Midterm Exam	1	30%	
Assignments and Attendance			
<i>Effect of The Activities</i>		20%	
<i>Effect of The Final Exam</i>	1	50%	
ECTS TABLE			
Contents	Number	Hours	Total
Hours in Classroom (Face-to-face)	14	3	42
Hours out Classroom	14	4	56
Assignments	4	8	32
Midterm Exam	1	20	20
Final Exam	1	30	30
		Total	180
		Total / 30	=180/30=6
		ECTS Credit	6

