



**LUND**  
UNIVERSITY

Faculties of Humanities and Theology

## **SVEG41, Language Consultancy: Rhetoric and Oral Presentation, 7.5 credits**

*Språkkonsult: Tala, övertyga, argumentera, 7,5 högskolepoäng*  
**First Cycle / Grundnivå**

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### **Details of approval**

The syllabus was approved by The pro-dean for First-Cycle Studies at the Faculties of Humanities and Theology on 2014-11-28 to be valid from 2014-11-28, autumn semester 2014.

### **General Information**

The course is a compulsory component of semester 4 of the Bachelor of Arts programme in Language Consultancy. The course can also be included in a first or second cycle degree.

*Language of instruction:* Swedish

The language of instruction is Swedish.

*Main field of studies*

Swedish with specialization in Language Consultancy

*Depth of study relative to the degree requirements*

G2F, First cycle, has at least 60 credits in first-cycle course/s as entry requirements

### **Learning outcomes**

On completion of the course, the students shall be able to

#### **Knowledge and understanding**

- account for the canons of rhetoric
- account for the concept of topic in rhetoric

#### **Competence and skills**

- adapt voice and body language to different oral communication situations
- provide feedback on oral performances based on the canons of rhetoric

- discuss and develop a given subject by means of rhetorical topics
- employ different forms of presentation
- use both pro and con arguments in an argument or presentation

### **Judgement and approach**

- highlight an issue from different perspectives in a rhetorical situation

### **Course content**

The course enables the students to systematically prepare for different oral communication situations and make deliberate rhetorical choices of content, structure, style and performance. It is based on practical exercises in rhetorical argumentation, where the students practice development of arguments, change of perspective and arguments from different positions.

### **Course design**

The teaching consists of exercises, lectures, supervision and seminars. Five to seven compulsory seminars are included.

### **Assessment**

The course is assessed on the basis of five to seven oral and written assignments during the course and a final assignment consisting of an argumentative speech including comments on language strategy.

*Subcourses that are part of this course can be found in an appendix at the end of this document.*

### **Grades**

Marking scale: Fail, Pass, Pass with distinction.

To be awarded the grade of Pass, students must have completed all the compulsory assignments. To be awarded the grade of Pass with Distinction, students must also have been awarded this grade on the argumentative speech including comments on language strategy.

### **Entry requirements**

To be admitted to the course, the student must have been admitted to the BA in Language Consultancy and passed all courses in semesters 1, 2 and 3.

### **Further information**

1. The credits allocated for course content that in whole or in part is commensurate with another course can only be credited once for a degree. For further details see the current registration information and other relevant documentation.

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2. The course is offered at the Centre for Languages and Literature, Lund University.

## Subcourses in SVEG41, Language Consultancy: Rhetoric and Oral Presentation

Applies from V15

1401 Rhetoric and Oral Presentation, 7,5 hp  
Grading scale: Fail, Pass, Pass with distinction