



**LUND**  
UNIVERSITY

Faculties of Humanities and Theology

**SVEG34, Language Consultancy: Speaking, Persuading,  
Providing Arguments, 7.5 credits**  
*Språkkonsult: Tala, övertyga, argumentera, 7,5 högskolepoäng*  
First Cycle / Grundnivå

---

### Details of approval

The syllabus was approved by The pro-dean for First-Cycle Studies at the Faculties of Humanities and Theology on 2019-06-14 and was last revised on 2020-06-04. The revised syllabus applies from 2020-06-04, autumn semester 2020.

### General Information

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

*Language of instruction:* 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 basic theorising in the study of rhetoric, including the five canons and the concept of topic

#### Competence and skills

- adapt voice, body language and mnemonics according to different oral communication situations
- provide feedback on an oral presentation based on the five canons of rhetoric
- discuss and develop a subject using rhetorical topics

- carry out a critical rhetorical analysis of actio
- use different stylistic features and presentation forms

### **Judgement and approach**

- highlight an issue from different perspectives in a rhetorical situation

### **Course content**

In this module, students learn to systematically prepare for different oral communication situations and to make purposeful rhetorical choices regarding content, structure, language style, mnemonics and presentation. The course is based on practical exercises in rhetoric in which students train to develop arguments, change perspective and put forward arguments using the full triad: ethos, logos and pathos.

### **Course design**

The teaching consists of exercises, lectures, group assignments and seminars. Five to seven seminars and five to seven group assignments are compulsory. Absence from the seminars is compensated for with a written assignment according to instructions.

### **Assessment**

Assessment of the course is based on five to seven assignments with an oral and a written part during the course and a final assignment consisting of a speech with comments on language strategy.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

*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.

For the grade of Pass, students must have been awarded the grade of Pass on all oral and written assignments. For the grade of Pass with Distinction, the student must also have been awarded the grade of Pass with Distinction on the final assignment, the speech with comments on language strategy.

### **Entry requirements**

To be admitted to the course, the students must have been admitted to the Language Consultancy programme and have been awarded the grade of Pass on all introductory courses in semesters one and two.

## Further information

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

## Subcourses in SVEG34, Language Consultancy: Speaking, Persuading, Providing Arguments

Applies from H19

1901 Speaking, Persuading, Providing Arguments,, 7,5 hp  
Grading scale: Fail, Pass, Pass with distinction