



Joint Faculties of Humanities and Theology

SVEG39, 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 of First and Second Cycle Studies at The Joint Faculties of Humanities and Theology on 2024-10-25 (U 2024/538). The syllabus comes into effect 2025-03-01 and is valid from the autumn semester 2025.

General information

The course is a compulsory course in the third semester of the Bachelor of Arts programme in Language Consultancy. It can also be included in a general qualification for first or second-cycle studies.

Language of instruction: Swedish

Main field of study

Swedish with specialization in
Language Consultancy

Specialisation

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

Learning outcomes

On completion of the course, the student 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 course, 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.

Grades

Grading scale includes the grades: 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

General entry requirements and knowledge equivalent to Swedish with a linguistic specialisation: Introductory course (SVEA41), 30 credits, and Swedish linguistics: Level 2 (SVEA42), 30 credits, or all courses in semesters 1 and 2 of the Language Consultant Programme (HGSPK).

Further information

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

- This course replaces SVEG34 Language Consultancy: Speaking, Persuading, Providing Arguments 7.5 credits and both cannot be credited in the same degree.
- For further details, see current registration and information material.