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**Federal State Autonomous Educational Institution for Higher Education PEOPLES'  
FRIENDSHIP UNIVERSITY OF RUSSIA  
Agrarian and Technological Institute**

## **WORKING COURSE SYLLABUS**

### **Basics of Rhetoric and Communication**

**Recommended by the Methodological Council for the Education Field:**

**36.05.01 Veterinary medicine**

**2022 г.**

## 1. GOALS AND OBJECTIVES OF THE DISCIPLINE

The aim of mastering the discipline "**Basics of Rhetoric and Communication**" is to form the skills and abilities of communication, culture, technique of public speaking and dialogic interaction in typical communication situations for the activities of a specialist.

## 2. REQUIREMENTS FOR THE RESULTS OF MASTERING THE DISCIPLINE

The development of the discipline "**Basics of Rhetoric and Communication**" is aimed at creating the following competencies (parts of competencies) for students:

*Table 2.1. List of competencies formed by students during the development of the discipline (results of the development of the discipline)*

<b>Code</b>	<b>Competence</b>	<b>Indicators of competence accomplishment (within the discipline)</b>
UK -3	The ability to organize and manage the work of the team, developing a team strategy to achieve the goal.	UK-3.1 Defines his role in the team based on the strategy of cooperation to achieve the goal;
		UK-3.2 Formulates and takes into account in its activities the peculiarities of the behavior of groups of people, identified depending on the goal;
		UK-3.3 Analyzes the possible consequences of personal actions and plans his actions to achieve the desired result;
		UK-3.4 Exchanges information, knowledge and experience with team members;
		UK -3.5 Argues his point of view regarding the use of the ideas of other team members to achieve the goal;
		UK -3.6 Participates in team work on the execution of assignments.
UK -4	Ability to communicate in interpersonal and intercultural interaction in Russian as a foreign and foreign language(s) based on the possession of interrelated and interdependent types of reproductive and productive foreign language speech activities, such as listening, speaking, reading, writing and translation in everyday life, socio-cultural,	UK-4.1 Chooses the style of business communication, depending on the language of communication, the purpose and conditions of partnership;
		UK-4.2 Adapts speech, communication style and sign language to interaction situations;
		UK-4.3 Searches for the necessary information to solve standard communication tasks in Russian and

	<p>educational, professional, official business and scientific spheres of communication</p>	<p>foreign languages;</p> <p>UK-4.4 Translates professional texts from a foreign language into Russian and vice versa;</p> <p>UK-4.5 Conducts business correspondence in Russian and foreign languages, taking into account the peculiarities of the stylistics of official and unofficial letters and socio-cultural differences in the format of correspondence;</p> <p>UK-4.6 Uses dialogue for cooperation in academic communication, taking into account the personality of the interlocutors, their communicative-speech strategy and tactics, the degree of formality of the situation;</p> <p>UK-4.7 Forms and argues its own assessment of the main ideas of the participants of the dialogue (discussion) in accordance with the needs of joint</p>
<p>UK -5</p>	<p>Ability to analyze and take into account the diversity of cultures in the process of intercultural interaction</p>	<p>UK -5.1 Interprets the history of Russia in the context of world historical development;</p> <p>UK -5.2 Finds and uses in social and professional communication information about the cultural characteristics and traditions of various social groups;</p> <p>UK -5.3 Takes into account, in social and professional communication on a given topic, the historical heritage and socio-cultural traditions of various social groups, ethnic groups and confessions, including world religions, philosophical and ethical teachings;</p> <p>UK -5.4 Collects information on a given topic, taking into account the ethnic groups and confessions that are most widely represented at the points of the study;</p> <p>UK -5.5 Substantiates the features of project and team activities with representatives of other ethnic groups and (or) confessions;</p> <p>UK-5.6 Adheres to the principles of non-discriminatory interaction in personal and mass communication in order to fulfill professional tasks and strengthen social</p>

		integration.
PC -1	The ability to collect anamnesis of life and disease of animals to identify the causes of diseases and their nature.	PC -1.1 He is able to collect an anamnesis of the animal's life and reflect this in the relevant service documentation.
		PC-1.2 He is able to collect the anamnesis of the animal's disease and reflect it in the patient's medical history.
		PC-1.3 He is able to identify possible causes of the disease in an animal, factors predisposing to the disease and concomitant conditions affecting the nature of the course of the disease and use this information when making a diagnosis.
PC -24	Ability and willingness to promote veterinary knowledge, including in the field of prevention of animal diseases.	PC-24.1 He is able to set goals in the field of veterinary knowledge promotion, plan the strategy and tactics of upcoming events.
		PC-24.2 He is able to use computer and telecommunication facilities for the preparation and demonstration of materials used in the process of promoting veterinary knowledge.
		PC-24.3 He is able to conduct conversations, lectures, seminars for employees of the organization in order to explain the principles of work on the prevention of animal diseases.

### 3. COURSE IN HIGHER EDUCATION

The discipline "**Basics of Rhetoric and Communication**" belongs to the part formed by the participants of educational relations of the block B1 of the Educational Program of Higher Education.

As part of the Educational Program of Higher Education, students also master other disciplines and /or practices that contribute to achieving the planned results of mastering the discipline "**Basics of Rhetoric and Communication**".

*Table 3.1. List of Higher Education Program components disciplines that contribute to expected learning outcomes*

Competence code	Competence	Previous Disciplines (Modules)	Subsequent Disciplines (Modules)
UK -3	The ability to organize and manage the work of the team, developing a team strategy to achieve	Law science Life safety Operative surgery with topographic	Introduction to the specialty Fundamentals of Economics and

	the goal.	<p>anatomy  Internal diseases  General surgery  Private Veterinary  Surgery  Parasitology and  invasive diseases  Epizootology and  infectious diseases  Organization of  veterinary affairs  Maths</p>	<p>Management  Veterinary sanitation  Veterinary deontology  The basics of  intellectual work  Personality psychology  and professional self-  determination  Basics of social and  legal knowledge</p>
UK -4	<p>Ability to communicate  in interpersonal and  intercultural interaction  in Russian as a foreign  and foreign language(s)  based on the possession  of interrelated and  interdependent types of  reproductive and  productive foreign  language speech  activities, such as  listening, speaking,  reading, writing and  translation in everyday  life, socio-cultural,  educational,  professional, official  business and scientific  spheres of  communication</p>	Latin language	<p>Veterinary deontology  Foreign language  Russian as a foreign  language  The basics of  intellectual work  Communicative  workshop  Foreign language for  special purposes  Russian language for  special purposes  Foreign language.  Translation of special  texts  Russian language.  Translation of special  texts  Foreign language.  Professional  communications  Russian language.  Professional  communications</p>
UK -5	<p>Ability to analyze and  take into account the  diversity of cultures in  the process of  intercultural interaction</p>	<p>History  Law science  Philosophy</p>	<p>Veterinary deontology  Foreign language  Russian as a foreign  language  The basics of  intellectual work  Personality psychology  and professional self-  determination  Communicative  workshop  Foreign language for</p>

			<p>special purposes  Russian language for special purposes  Foreign language.  Translation of special texts  Russian language.  Translation of special texts  Foreign language.  Professional communications  Russian language.  Professional communications</p>
PC -1	The ability to collect anamnesis of life and disease of animals to identify the causes of diseases and their nature.	<p>Veterinary genetics  Physiology and ethology of animals  Breeding with the basics of private animal husbandry  Animal health and welfare  Feeding animals with the basics of forage production  Clinical diagnostics  Toxicology  Obstetrics, gynecology and andrology  Internal diseases  General surgery  Private Veterinary Surgery  Parasitology and invasive diseases  Epizootology and infectious diseases</p>	<p>Veterinary deontology  Zoopsychology  Здоровье и благополучие животных  Personality psychology and professional self-determination  Horse diseases  Diseases of Productive Animals  Diseases of small pets  Болезни мелких домашних животных  Diseases of exotic animals  Anesthesiology, resuscitation and intensive care  Dermatology  Cardiology  Endocrinology  Nephrology  Reconstructive surgery  Veterinary ophthalmology  Animal Dentistry</p>
PC -24	Ability and willingness to promote veterinary knowledge, including in the field of prevention of animal diseases.	<p>Physiology and ethology of animals  Breeding with the basics of private animal husbandry  Animal health and</p>	<p>Introduction to the specialty  General and Veterinary Ecology  Veterinary sanitation  Veterinary deontology</p>

		welfare Feeding animals with the basics of forage production Pathological physiology Pathological anatomy Toxicology Obstetrics, gynecology and andrology Internal diseases General surgery Private Veterinary Surgery Parasitology and invasive diseases Epizootology and infectious diseases	Economics and organization of agricultural production Medicinal and poisonous plants Fodder plants Zoopsychology Здоровье и благополучие животных Horse diseases Diseases of Productive Animals Diseases of small pets Болезни мелких домашних животных Diseases of bees and entomophages Fish pathology and aquaculture Diseases of exotic animals Dermatology Cardiology Endocrinology Nephrology Reconstructive surgery Veterinary ophthalmology Animal Dentistry Foreign language for special purposes Russian language for special purposes Foreign language. Translation of special texts Russian language. Translation of special texts Foreign language. Professional communications Russian language. Professional communications
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#### 4. COURSE WORKLOAD AND TRAINING ACTIVITIES

Course workload of the discipline "**Basics of Rhetoric and Communication**" is 2 credits.

*Table 4.1. Types of academic activities during the period of the HE program mastering for **full-time** study*

Types of academic activities		HOURS	Semesters			
			1	-	-	-
Contact academic hours		36	36	-	-	-
including						
Lectures		-	-	-	-	-
Lab work		-	-	-	-	-
Seminars (workshops/tutorials)		36	36	-	-	-
Self-study		26	26	-	-	-
Evaluation and assessment (exam/pass/fail grading)		10	10	-	-	-
<b>Course workload</b>	Academic hour	<b>72</b>	<b>72</b>	-	-	-
	Credit unit	<b>2</b>	<b>2</b>	-	-	-

*Table 4.2. Types of academic activities during the period of the HE program mastering for **part-time** study*

Types of academic activities		HOURS	Semesters			
			2	-	-	-
Contact academic hours		18	18	-	-	-
including						
Lectures		-	-	-	-	-
Lab work		-	-	-	-	-
Seminars (workshops/tutorials)		18	18	-	-	-
Self-study		44	44	-	-	-
Evaluation and assessment (exam/pass/fail grading)		10	10	-	-	-
<b>Course workload</b>	Academic hour	<b>72</b>	<b>72</b>	-	-	-
	Credit unit	<b>2</b>	<b>2</b>	-	-	-

## 5. CONTENT OF THE DISCIPLINE

*Table 5.1 Content of the discipline (module) by type of academic work*

Name of the discipline section	Content of the section (topics)	Types of academic activities
Section 1. Rhetoric as a Science and the Art of	Topic 1.1. A brief history of the development of oratory.	Seminar classes



Eloquence	<ul style="list-style-type: none"> <li>- Orators of Ancient Greece and Rome: Cicero, Aristotle, Quintilian, Plato, Socrates, etc.</li> <li>- Well-known orators of Russia.</li> <li>- The rhetorical canon and modern eloquence.</li> <li>- Stages of the classical rhetorical canon.</li> <li>- Rhetoric in the professional sphere and public life of man of the information age.</li> <li>- General and private rhetoric.</li> <li>- Laws and principles of modern general rhetoric.</li> <li>- Neorhetoric.</li> </ul>	
	<p>Topic 1.2. Types of oratorical speeches.</p> <ul style="list-style-type: none"> <li>- Classification of oratorical speeches according to their sphere of application: academic, eloquence social and political, social and domestic, spiritual, judicial.</li> <li>- Their specificity, outstanding orators.</li> <li>- Types of oratorical speeches by their target setting: epideictic speech, argumentative speech (persuasive and agitating) informing speech, entertaining speech</li> </ul>	Seminar classes
Section 2. Speech Impact and Persuasive Techniques	<p>Topic 2.1. Methods, strategies and tactics of speech influence.</p> <ul style="list-style-type: none"> <li>- Factors of speech influence.</li> <li>- Communicative position and techniques to enhance it.</li> <li>- Speech influence and manipulation. -</li> <li>- Ways to overcome speech aggression.</li> </ul>	Seminar classes
	<p>Topic 2.2. Types of methods of persuasion.</p> <ul style="list-style-type: none"> <li>- Classification of methods of persuasion by the nature of the audience: universal and non-universal (contextual).</li> <li>- Ways of universal argumentation: empirical argumentation, theoretical argumentation.</li> <li>- Ways of theoretical argumentation logical argumentation, systematic argumentation, principled verifiability and principled rebuttability, condition of compatibility, methodological</li> </ul>	Seminar classes

		<p>argumentation.</p> <ul style="list-style-type: none"> <li>- 14 rules of persuasion: the rules of Homer, Socrates, Pascal, etc.</li> </ul>	
Section 3. Public Speaking		<p>Topic 3.1. Features of public speaking.</p> <ul style="list-style-type: none"> <li>- The main types of public speaking (in purpose and form). Their purpose, general characteristics, and specific features.</li> <li>- Classification of audiences by volume and homogeneity. Specifics of how speakers work in auditoria of various types. Techniques for managing an audience.</li> </ul>	Seminar classes
		<p>Topic 3.2. The main stages and principles of the preparation of public speaking (IDEMA).</p> <ul style="list-style-type: none"> <li>- The composition of a speech. The role of the introduction. The structure of the main part of the speech. The final word.</li> <li>- An abbreviated record of a speech: an outline, theses, a plan. The volume of the speech. Techniques for attracting attention and interest. Methods for presenting the material. Auxiliary material.</li> </ul>	Seminar classes
		<p>Topic 3.3. The main functions of the speaker during a speech.</p> <ul style="list-style-type: none"> <li>- Mistakes made during a speech. The speaker's communicative culture. Communicative qualities of speech (accuracy, purity, richness, effectiveness), their influence on the effectiveness of communication between the speaker and the audience. Qualities of the orator's voice.</li> </ul>	Seminar classes
Section 4. Communication in the structure of everyday and professional activities of a specialist		<p>Topic 4.1 Rhetoric of conversation.</p> <ul style="list-style-type: none"> <li>- The structure of a conversation. Types of dialogic communication in a professional environment. Professional conversation, its types, content and structure of different types in situations of intraprofessional and interprofessional communication.</li> </ul>	Seminar classes
		<p>Topic 4.2. Principles of conflict-free professional communication.</p> <ul style="list-style-type: none"> <li>- Barriers to communication and overcoming them. Ability to listen and hear. Styles of listening. Principles of</li> </ul>	Seminar classes

	active listening.	
	Topic 4.3. Strategies and tactics of discourse. - Discourse in scientific and professional environment. Speech etiquette in a professional environment.	Seminar classes

## 6. CLASSROOM INFRASTRUCTURE AND TECHNOLOGY SUPPORT REQUIREMENTS

*Table 6.1. Material and technical support of the discipline*

<i>Classroom for Academic Activity Type</i>	<i>Equipping the classroom</i>	<b>Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)</b>
Seminary	An auditorium for conducting seminar-type classes, group and individual consultations, ongoing monitoring and interim certification, equipped with a set of specialized furniture and multimedia presentation equipment.	- <i>Программа компьютерного тестирования.</i>
Self-studies	An auditorium for independent work of students (can be used for seminars and consultations), equipped with a set of specialized furniture and computers with access to an electronic information and educational environment.	

## 7. RECOMMENDED SOURCES FOR COURSE STUDIES

*Main reading:*

1. Kurilenko V.B. Innovations in teaching the culture of written professional and business speech. [Text/electronic resource]: Tutorial / V.B. Kurilenko. - M.: RUDN, 2021. <http://lib.rudn.ru/MegaPro/Download/MObject/571/197-Kurilenko.pdf>
2. Varlamova I. Y. Learning the art of communication. Practical rhetoric and speech culture: textbook / I. Varlamova, M. Budiltseva, I. Pugachev. - M.: RUNN, 2020. - 199 c.

*Additional Reading:*

1. Alexandrov D.N. Rhetoric, or Russian eloquence. - M., 2003. - 351 c.

2. Annushkin V.I. Russian Rhetoric: Historical Aspect: Textbook for Higher Education Institutions. - Moscow: The Higher School, 2003. - 397 c.
3. Belogurova V.A. Speech culture of medical worker: textbook. - Moscow; St. Petersburg: Nestor-History, 2014. - 332 c.
4. Daletsky Ch. Rhetoric: speak up and I'll tell you who you are: Tutorial. - M.: 2003. - 488 c.
5. Ivin A.A. Rhetoric: The Art of Persuasion. - M., 2002.
6. Krasnov A.F. Medical rhetoric: elective textbook for higher and secondary medical schools / A.F. Krasnov, I.N. Denisov, R.B. Ahmedzyanov; Ministry of Health of Russian Federation. Federation, Samara State Medical University. - M.: Sodrugestvo Plus, 2005 (Type. Sodrugestvo Plus LLC). - 396 c.
7. Kryukov R. V. Rhetoric: lecture notes: an aid to prepare for exams. - Moscow: A-Priori, 2007. - 176 c.
8. Culture of Russian speech: textbook for universities. / S.I. Vinogradov [et al]; author: L.K. Graudina, E.N. Shiryaev. - M: NORMA, 2003. - 549 c.
9. Lvov M.R. Rhetoric. Culture of speech: Textbook. - M., 2004. - 272 c.
10. Petrov O.V. Rhetoric: Textbook. - M., 2006. - 424 c.
11. Sternin I.A. Practical rhetoric: textbook for high schools. / I. A. Sternin. - Moscow: Academy, 2007. - 268 c.
12. Filippov N.N. Rhetoric: concepts and exercises: a textbook for students of higher educational institutions. - Moscow: Academy, 2005. - 160 c.

*Resources of the Internet information and telecommunication network:*

1. Electronic library system of RUDN and third-party Electronic library systems to which university students have access on the basis of concluded contracts:
  - Electronic library system of RUDN - ELS RUDN <http://lib.rudn.ru/MegaPro/Web>
  - ELS "University Library online" <http://www.biblioclub.ru>
  - ELS Yurayt <http://www.biblio-online.ru>
  - ELS "Student Consultant" [www.studentlibrary.ru](http://www.studentlibrary.ru)
  - ELS "Lan" <http://eZlanbook.com/>
  - ELS "Trinity Bridge" <http://www.trmost.com/>
2. Databases and search engines:
  - electronic fund of legal and regulatory and technical documentation <http://docs.cntd.ru/>
  - search engine Yandex <https://www.yandex.ru/>
  - search engine Google <https://www.google.ru/>
  - abstract database SCOPUS <http://www.elsevierscience.ru/products/scopus/>

Educational and methodological materials for independent work of students during the development of the discipline/ module\*:

1. A course of lectures on the discipline "**Basics of Rhetoric and Communication**".
2. Seminary workshop on the discipline "**Basics of Rhetoric and Communication**".

\* - All educational and methodological materials for independent work of students are placed in accordance with the current procedure on the discipline page in the **Telecommunication educational and Information System!**

## **8. MID-TERM ASSESSMENT**

Evaluation materials and a point-rating system\* for assessing the level of competence formation (part of competencies) based on the results of mastering the

discipline "**Basics of Rhetoric and Communication**" are presented in the Appendix to this Work Program of the discipline.

\* - Assessment Materials and a Point Rating System are formed based on the requirements of the relevant local regulatory act of the RUDN.

**DEVELOPER:**

<u>Professor of the Russian Language Department</u> <small>Position, Basic curriculum</small>	Signature	<u>Kurilenko V.B.</u> <small>Full name.</small>
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<u>Associate Professor of the Russian Language Department</u> <small>Position, Basic curriculum</small>	Signature	<u>Gosteva N. Yu.</u> <small>Full name.</small>
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<u>Associate Professor of the Russian Language Department</u> <small>Position, Basic curriculum</small>	Signature	<u>Bulavina M.A.</u> <small>Full name.</small>
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<u>Associate Professor of the Russian Language Department</u> <small>Position, Basic curriculum</small>	Signature	<u>Arzumanova R.A.</u> <small>Full name.</small>
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**HEAD OF THE DEPARTMENT:**

<u>Russian Language Department</u> <small>Name Basic Curriculum</small>	Signature	<u>Kurilenko V.B.</u> <small>Full name.</small>
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**HEAD OF THE HIGHER EDUCATION PROGRAM:**

<u>Director of the Department of Veterinary Medicine</u> <small>Position, Basic curriculum</small>	Signature	<u>Vatnikov Yu.A.</u> <small>Full name</small>
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