

Year

Department of Marketing and Advertising / Department of Marketing and Advertising /

Course Code	Course Name	Teorical	Practice	Laboratory	Credits	ECTS
HİT110	ELOQUENCE	2.00	0.00	0.00	2.00	3.00

Course Detail

Course Language	: Turkish
Qualification Degree	: PreBachelor
Course Type	: Compulsory
Preconditions	: Not
Objectives of the Course	: Being able to give an effective speech.
Course Contents	: What is speech? Skills Development and Evaluation of speech, correct pronunciation of Turkish Watchpoints, diction exercises, and the elimination of Speech Disorders, Speech, Types, Techniques of Poetry Reading, Discussion (Open session, symposium, panel, forum, debate, colloquium, conference), Effective Listening, Note Taking Methods and Techniques
Recommended or Required Reading	: Lecture Notes Kaya, A. (2016). Etkili ve Güzel Konuşma. İstanbul: Salon Yayınları. Tayfun, R. (2009). Etkili İletişim ve Beden Dili. Ankara: Nobel Yayınları. Computer, Internet, Presentation Devices, Sound System, Course Book.
Planned Learning Activities and Teaching Methods	: Lecture, question-and-answer
Recommended Optional Programme Components	: Participation in the course and tracking of course grades
Course Instructors	: Öğr. Gör. Aynur Karakoç
Instructor's Assistants	: There is no teaching assistant assigned to this course. Course instructor: Lecturer Aynur KARAKOÇ
Presentation Of Course	: Face-to-face education
Update Date	: 2/5/2026 4:41:11 PM
Dosya İndirilme Tarihi	: 2/7/2026

Course Outcomes

Upon the completion of this course a student :

- 1 Can use breathing techniques and speech organs.
- 2 Can deliver speeches appropriate to the setting and audience.
- 3 Knows the types of discussions.
- 4 Can align gestures, facial expressions, and posture with the spoken message by understanding the role of body language in communication.

Pre / Side Conditions

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Weekly Contents						
	Teorical	Practice	Laboratory	Preparation Info	Teaching Methods	Course Learning Outcomes
1.Week	*The Concept, Definition, and Characteristics of Speech			*Students are expected to study pages 1–10 of the course notes.	*Lecture, Discussion, Question-and-Answer, Observation, Demonstration, Practice	Ö.Ç.2 Ö.Ç.2
2.Week	*Essential Features of a Qualified Speech			*Students are expected to study pages 11–22 of the course notes.	*Lecture, Discussion, Question–Answer, Observation, Demonstration, Practice *Lecture, Discussion, Question-and-Answer, Observation, Demonstration, Practice	Ö.Ç.2 Ö.Ç.4
3.Week	*Elements that make up speech: Language, Voice, Body Language, and the Ability to Think and Comprehend.			*Students are expected to study pages 23–45 of the course notes.	*Lecture, Discussion, Question-and-Answer, Observation, Demonstration, Practice	Ö.Ç.1 Ö.Ç.4
4.Week	*Elements that make up speech: Body language, and the ability to think and comprehend.			*Students are expected to study pages 46–61 of the course notes.	*Lecture, Discussion, Question-and-Answer, Observation, Demonstration, Practice	Ö.Ç.1 Ö.Ç.4
5.Week	*Speech elements, their characteristics, and qualities.			*Students are expected to study pages 62–71 of the course notes.	*Lecture, Discussion, Question-and-Answer, Observation, Demonstration, Practice	Ö.Ç.1 Ö.Ç.2 Ö.Ç.4
6.Week	*Qualities of speech.			*Students are expected to study pages 72–88 of the course notes.	*Lecture, Discussion, Question-and-Answer, Observation, Demonstration, Practice	Ö.Ç.1 Ö.Ç.2 Ö.Ç.4
7.Week	*Analyzing the audience and persuasive speaking.			*Students are expected to study pages 89–103 of the course notes.	*Lecture, Discussion, Question-and-Answer, Observation, Demonstration, Practice	Ö.Ç.2 Ö.Ç.3 Ö.Ç.4
8.Week	*Midterm Exam	*Midterm Exam				
9.Week	*Types of speech.			*Students are expected to study pages 104–122 of the course notes.	*Lecture, Discussion, Question-and-Answer, Observation, Demonstration, Practice	Ö.Ç.2 Ö.Ç.3
10.Week	*The concept of oratory and the fundamental principles to be adopted in oratory.			*Students are expected to study pages 123–133 of the course notes.	*Lecture, Discussion, Question-and-Answer, Observation, Demonstration, Practice	Ö.Ç.2 Ö.Ç.3
11.Week	*Factors affecting oratory.			*Students are expected to study pages 134–148 of the course notes.	*Lecture, Discussion, Question-and-Answer, Observation, Demonstration, Practice	Ö.Ç.1 Ö.Ç.2 Ö.Ç.4
12.Week	*Fields in which oratory is used.			*Students are expected to study pages 149–159 of the course notes.	*Lecture, Discussion, Question-and-Answer, Observation, Demonstration, Practice	Ö.Ç.2 Ö.Ç.3 Ö.Ç.4
13.Week	*Types of oratory.			*Students are expected to study pages 160–171 of the course notes.	*Lecture, Discussion, Question-and-Answer, Observation, Demonstration, Practice	Ö.Ç.2 Ö.Ç.3
14.Week	*Communication in leadership.			*Students are expected to study pages 172–183 of the course notes.	*Lecture, Discussion, Question-and-Answer, Observation, Demonstration, Practice	Ö.Ç.1 Ö.Ç.2 Ö.Ç.4
15.Week	*Sözlü iletişim ve hitabette diksiyon			*Students are expected to study pages 184–201 of the course notes.	*Lecture, Discussion, Question-and-Answer, Observation, Demonstration, Practice	Ö.Ç.1 Ö.Ç.2 Ö.Ç.4

Assesment Methods %
1 Ara Sınav : 40.000
3 Final : 60.000

ECTS Workload			
Activities	Count	Time(Hour)	Sum of Workload
Vize	1	1.00	1.00
Ara Sınav Hazırlık	3	5.00	15.00
Final	1	1.00	1.00
Final Sınavı Hazırlık	3	5.00	15.00
Derse Katılım	14	2.00	28.00
Ders Öncesi Bireysel Çalışma	14	2.00	28.00
Ders Sonrası Bireysel Çalışma	2	1.00	2.00
Total :			90.00
Sum of Workload / 30 (Hour) :			3
ECTS :			3.00

Program And OutcomeRelation														
	P.O.1	P.O.2	P.O.3	P.O.4	P.O.5	P.O.6	P.O.7	P.O.8	P.O.9	P.O.10	P.O.11	P.O.12	P.O.13	P.O.14
	P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14
L.O. 1	3	1	2	1	2	5	1	1	1	1	1	1	2	1
L.O. 2	3	1	2	1	3	5	3	2	4	2	4	2	3	3
L.O. 3	3	1	2	1	3	4	4	1	3	1	3	1	2	2
L.O. 4	3	1	1	1	2	5	2	1	3	1	2	1	3	3
Avarage	3.00	1.00	1.75	1.00	2.50	4.75	2.50	1.25	2.75	1.25	2.50	1.25	2.50	2.25

Ders/Program Çıktıları İlişkisi														
P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14	

BEWARE OF PLAGIARISM! Please pay attention to proper academic citation rules and avoid plagiarism, an unethical and academically fraudulent behavior, when completing reports, assignments, or other academic works, and it is treated with the same disciplinary action as cheating in a classroom setting. It is imperative to refrain from presenting another person's ideas, language, expressions, or any other form of intellectual property as your own. Regardless of quality, your assignments/projects/research should reflect your original work. Perfection is not a requirement, and in case of any uncertainties regarding academic writing guidelines, you may seek clarification from your course instructor.

Engel Durumu/Uyarılama Talebi : Engel durumuna ilişkin herhangi bir uyarılama talebinde bulunmak isteyen öğrenciler, dersin öğretim elemanı ya da Nevşehir Engelli Öğrenci Birimi ile en kısa sürede iletişime geçmelidir.