MINISTRY OF EDUCATION AND SCIENCE OF RUSSIA
FSBEI HE "Chelyabinsk State University"

Faculty of Mathematics
Department of Mathematical Analysis

Work program of the course (module) 2.1.3.1. "Fundamentals of Professional Communication and Rhetoric"
Scientific specialty – 1.1.2. Differential equations and mathematical physics
Direction - Differential equations and mathematical physics

APPROVED
Vice-rector for Scientific Affairs
_____ A.I. Biryukov
«24» 02 2025

WORKING PROGRAM OF THE COURSE (MODULE)*

2.1.3.1 "Fundamentals of Professional Communication and Rhetoric"

Scientific specialty – 1.1.2. Differential equations and mathematical physics

Direction - Differential equations and mathematical physics

Higher education – training of highly qualified personnel

Mode of study: Full-time

Chelyabinsk, 2025

* The work program of the course (module) is adapted for inclusive education of disabled people and people with disabilities

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Scientific specialty – 1.1.2. Differential equations and mathematical physics
Direction - Differential equations and mathematical physics

The program for the course "Fundamentals of Professional Communication and Rhetoric" is compiled in accordance with the passport of the scientific specialty 1.1.2. Differential Equations and Mathematical Physics and federal state requirements (level of education: higher education - training of highly qualified personnel), approved by order of the Ministry of Science and Higher Education of the Russian Federation dated October 20, 2021 No. 951.

Program developers:

Head of the Department of Theoretical and Applied Linguistics
Candidate of Philological Sciences,
Associate Professor A.A. Selyutin

The program was approved at the meeting of the Department Theoretical and Applied Linguistics on January 30, 2025, protocol No. 8.

The program was approved at the meeting of the Academic Council of the Faculty of History and Philology on February 17, 2025, protocol No. 8.

APPROVED

Dean of the Faculty of History and Philology N.V. Grishina

Head of the Department of Theoretical and Applied Linguistics A.A. Selyutin

Head of the Department of Postgraduate and Doctoral Studies N.V. Bochkareva

Head of the Department of International Cooperation N.R. Arnautova

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Scientific specialty – 1.1.2. Differential equations and mathematical physics
Direction - Differential equations and mathematical physics

Program summary: The course "Fundamentals of Professional Communication and Rhetoric" has a predominantly practical orientation. The main goal of the course is to form a real speech mastery, to develop a system of skills and abllities necessary for practical possession of effective and rhetorically cultured speech (primarily oral speech, although the course is based on a system of general rhetorical laws and principles, conscious mastery of which ensures the creation of communicatively literate written texts). At all stages of the proposed course, graduate students master a system of interrelated methods of rhetorical activity, both analytical and synthetic/

1. Objectives and tasks of mastering the course

Objectives of the course: mastering the holistic rhetorical paradigm as a system of internally interrelated and interdependent theoretical and practical components.

Course tasks:

As a result of the training, the student should:

- know: basic principles of effective use of rhetorical text;
- be able to: interact effectively in public discourse;
- possess: a system of interrelated rhetorical methods, both analytical and synthetic.

2. The place of the course in the structure of the educational program

The discipline "Fundamentals of Professional Communication and Rhetoric" is optional. The discipline is taught in the second year (3rd semester). The total labor intensity of the discipline, including interim certification, is 2 credit unit/72 hours, of which contact work with the teacher is 0.5 credit unit/18 hours (lectures - 8 hours; practical - 10 hours), independent work – 1,47 credit unit/53 hours, control – 0,03 / 1 hour.

To master the discipline, the student must have a basic philological / linguistic training. The student must have the skills of independent work with the text, master the basic concepts of theoretical linguistic disciplines.

The discipline "Fundamentals of Professional Communication and Rhetoric" is designed to help graduate students to master the skills and knowledge necessary for the performance of research work, including the fulfillment of the Ph.D. thesis.

Requirements for the "entry" knowledge, skills and experience of the student, necessary when studying the cource

Know	Be able to	Possess
types and features of written texts and oral presentations; understand the general	select literature on the topic, prepare scientific reports and presentations based on the	discussion skilis on a familiar topic; creating a simple

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content of complex texts on abstract and concrete topics, including highly specialized texts	read specialized literature, explain their point of view	coherent text, adapting it for the target audience
goals and objectives of scientific research in the area of activity, basic principles and methods of their organization, requirements for the presentation of information materials	make a general plan of work on a given topic, know how to process the results	systematic knowledge of the area of activity

3. Requirements for the results of mastering the content of the course

Learning outcomes for the course	
know	what is rhetoric, eloquence, oratory, have an idea of the origin of rhetoric, the history of the development of rhetorical knowledge; how to prepare a public speech, what requirements are imposed on the choice of a topic, the formulation of the title, the structure of an oratorical speech, the form of presentation of the material, and be able to use this knowledge in their practice.
be able to	identify rhetorical techniques used by the author in a written text; deliver a speech in accordance with the orthoepic norms of the Russian language, technically competent and intonationally expressive; compose and deliver a speech of a certain genre in a simulated communicative situation, write the text of a speech competently and be able to use it effectively in the process of delivering a speech.
possess	a system of interrelated methods of rhetorical activity, both analytical (the method of rhetorical analysis of another's utterance, the method of analysis of speech behavior, the method of self-analysis) and synthetic (the method of creating one's own utterance, the method of choosing appropriate speech behavior and self-control).

4. Structure and content of the course

4.1 Structure of the course

Type of work	Semester				Total
	1	2	3	4	
Total workload, academic hours	-	-	72	-	72
Contact work:	-	-	18	-	18
Lectures, academic hours	-	-	8	-	8
Practical (seminars), academic hours	-	-	10	-	10
Laboratory work, academic hours	-	-	-	-	-
Self-study, academic hours	-	-	53	-	53
Control	-	-	1	-	1
Type of control (credit, exam)	-	-	credit	-	

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4.2. Contents of the course sections

№	Section name	Count of hours						Form of current control
		Total	Contact work				Self-study	
			Lectures	Practical, seminars	Lab. work	Control		
1	Rhetoric as a linguistic discipline	12	4				8	Report
2	Invention (the intent of a speech piece)	14	4				10	Report
3	Composition of speech (dispositio) (speech composition)	13		2			11	Report
4	The speaker's work on language and style (Elokutio)	12		2			10	Business game
5	Making a speech (Actio)	12		2			10	Business game
6	Composing your own rhetorical work	8		4			4	Speech
	Total:	72	8	10		1	53	

№	Section name	Section Contents *
1	Rhetoric as a linguistic discipline	Definition of modern rhetoric as a discipline. Its subject. The main stages of development of rhetoric (ancient rhetoric, Renaissance rhetoric, etc.). Russian rhetoric and its history. The structure of modern rhetoric, its sections. Rhetoric in the modern world. Types of speeches depending on the target setting. 5 stages of working on a rhetorical work
2	Invention (the intent of a speech piece)	Types of communication. Speech situation. Thesis. Evasion from the thesis. Argumentation.
3	Composition of speech (dispositio) (speech	Functions of the introduction. The main techniques and methods used in the introduction. Principles of organizing the main part of the speech. Conclusion: functions, tasks. Types of conclusion.

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	composition)	
4	The speaker's work on language and style (Elokutio)	Encyclopedic, empirical and comparative material. The use of factual material. Specificity of the use of linguistic means in the rhetorical text. Means of speech expressiveness. Means of dialogization of a monologue
5	Making a speech (Actio)	Preparation and use of the text of the speech. Oratorical fever and ways to overcome it. Work with the audience, providing feedback. Correct and incorrect methods of argumentation
6	Composing your own rhetorical work	Preparation of an oral presentation on the topic chosen as the main scientific research. Practicing the knowledge and skilis acquired in previous classes

*The contents of the sections are compiled in accordance with the passport of scientific specialty 1.1.2. Differential equations and mathematical physics.

5. Educational technologies

- information and communication technologies;
- research methods in teaching;
- interactive technologies;
- application of new teaching methods related to the use of the capabilities of the virtual information environment (multimedia technologies).

In accordance with the approved basic educational program for the scientific specialty 1.1.2. Differential equations and mathematical physics (focus (profile) - Differential equations and mathematical physics), the program of the course " Fundamentals of Professional Communication and Rhetoric " provides for the widespread use in the educational process of active and interactive forms of conducting classes in combination with extracurricular work in order to form and develop professional skills in students. The effectiveness of the use of interactive forms of teaching is ensured by the implementation of the following conditions:

- creation of a dialogic space in the organization of the educational process;
- use of the principles of social and psychological training in educational and scientific activities;
- development of psychological readiness of teachers to use interactive forms of teaching aimed at developing the internal activity of postgraduate students and achieving a number of important educational goals: stimulation of motivation and interest in the field of in-depth study of the theory of dynamic systems in general educational and professional terms; increasing the level of activity and independence of research work; development of analytical skills, critical thinking, and scientific communication.

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6. Assessment tools for ongoing monitoring of academic performance and midterm assessment

6.1. Passport of the fund of assessment tools for the course "Differential equations in linear topological spaces"

№	Controlled sections of the course	Results	Name of the assessment tool
1	Rhetoric as a linguistic discipline	**know:** Modern ways of using information and communication technologies in the chosen field of activity **be able to:** Follow the basic ones accepted in scientific communication; **possess:** different methods, technologies and types of communications in the realization of professional activity	Report
2	Invention (the intent of a speech piece)	**know:** methods and technologies of scientific coinmunication; stylistic features of presenting the results of scientific activity in oral and written form; **be able to:** follow the basic ones accepted in scientific communication; **possess:** different methods, technologies and types of communication in the realization of professional activity	Report
3	Composition of speech (dispositio) (speech composition)	**know:** methods and technologies of scientific communication; stylistic features of presenting the results of scientific activity in oral and written form; **be able to:** follow the basic ones accepted in scientific communication; **possess:** different methods, technologies and types of communication in the realization of professional activity	Report
4	The speaker's work on language and style (Elokutio)	**know:** methods and technologies of scientific communication;	Business game

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		stylistic features of presenting the results of scientific activity in oral and written form; **be able to:** follow the basic ones accepted in scientific communication; **possess:** different methods, technologies and types of communication in the realization of professional activity	
5	Making a speech (Actio)	**know:** methods and technologies of scientific communication; stylistic features of presenting the results of scientific activity in oral and written form; **be able to:** follow the basic ones accepted in scientific communication; **possess:** different methods, technologies and types of communication in the realization of professional activity	Business game
6	Composing your own rhetorical work	**know:** methods and technologies of scientific communication; stylistic features of presenting the results of scientific activity in oral and written form; **be able to:** follow the basic ones accepted in scientific communication; **possess:** different methods, technologies and types of communication in the realization of professional activity	Speech

6.2. Evaluation tools

Current control

Current control during the semester is carried out at practical classes, in addition, the following creative assignments are performed:

- preparation of a detailed thesis;
- preparation of three different types of introductions and conclusions;
- scientific presentation
- public presentation

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An additional form of current control - individual interviews of consultative nature, conducted on the initiative of a graduate student who has difficulties in mastering the course. The material for individual consultative work is determined by the content of educational issues formulated by the graduate student during the lectures.

Interim assessment

During the semester, the following control practical assignments are performed:

- control questioning on theoretical aspects of the course;
- presentations with creative reports (topics are chosen by graduate students themselves); at the same time the following are analyzed and evaluated: 1) the degree of preparation, thoughtfulness of the topic, 2) relevance, novelty, originality of the topic, 3) logic of the topic development (composition, structure), 4) quality of speech (style), 5) correctness of pronunciation, diction, voice, intonation, 6) behavior in the audience, manners, culture of communication with listeners, 7) ability to answer questions quickly, accurately, wittily, briefly;
- analyzing a rhetorical work.

Final control: at the end of the course, the curriculum provides for a credit. To receive a credit, the student must answer a theoretical question (questions are attached), as well as compose and deliver a speech.

Criteria for assessing the practical assignment:

- ability to determine the purpose depending on the parameters of the audience;
- correspondence to the situation of communication;
- accuracy and logicality of the speech;
- expressiveness of speech and effectiveness of emotional impact;
- mastery of the norms of literary language;
- ability to create and maintain a favorable atmosphere of communication

Successful fulfillment of the credit practical assignment is provided on condition of step-by-step mastering of practical skills of composing rhetorical works in the course of practical classes.

ASSIGNMENTS

THEME: INVENTION

Assignment 1. Model a communicative situation of an educational or scientific discourse. Formulate a rhetorical thesis on the chosen topic depending on the characteristics of the intended audience. Justify what parameters of the audience

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you were guided by when formulating the thesis. Prepare a rhetorical scheme of the speech.

TOPIC: DISPOSITION
Task 1. Compose three variants of introductions on the same topic, using different "techniques" (methods). Justify the reasoning behind the choice of techniques for the introduction. Give a characteristic of the audience for whom this introduction is intended.
Task 2. Compose three variants of conclusions on the same topic using different "techniques" (methods).

THEME ELOCATION
Assignment 1. Prepare a presentation on your research topic. Transform the style of the presentation depending on the professional background of the audience.

THEME: ACTION
Assignment 1. Analyze the rhetorical work in terms of:
- the communicative situation, the author's communicative intent, and the speech genre he or she uses;
- the image of the speaker created in the speech and the type of audience the speech is intended for;
- specific rhetorical techniques that fulfill the intent;
- grammatical correctness; appropriateness and precision of language;
- clarity of expression of thought and originality of presentation of material.
- means of non-verbal influence: posture, gestures, facial expressions, voice (sound, pace, pronunciation and articulation).

Assessment tools for disabled people and people with disabilities are selected taking into account their individual psychophysical characteristics.

If necessary, disabled people and people with disabilities are given additional time to prepare an answer for the exam/test.

When conducting the procedure for assessing the learning outcomes of disabled people and people with disabilities, it is envisaged to use technical means that they need due to their individual characteristics. These means can be provided by CSU or their own technical means can be used.

The procedure for assessing the learning outcomes of disabled people and people with disabilities in a course involves providing information in forms adapted to the limitations of their health and perception of information:

For people with visual impairments:

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– in printed form in large font,
– in the form of an electronic document,
– in the form of an audio file,
– in printed form in Braille.

For people with hearing impairments:
– in printed form,
– in the form of an electronic document.

For people with musculoskeletal disorders:
– in printed form,
– in the form of an electronic document,
– in the form of an audio file.

6.3. Criteria for assessing learning outcomes

The assessment of learning outcomes is carried out on a five-point scale:

"Excellent" (5 points) - for the complete completion of assignments.

"Good" (4 points) - for the correct approach with minor errors in reasoning and calculations.

"Satisfactory" (3 points) - for the correct approach with significant errors in calculations.

"Unsatisfactory" (1-2 points) - for failure to complete assignments, for performing calculations without justification.

When conducting the procedure for assessing the learning outcomes of disabled people and individuals with limited health capabilities in a course (module), the following additional requirements are met depending on the individual characteristics of the students:

a) instructions on the procedure for conducting the assessment procedure are provided in an accessible form (orally, in written form, in written form in Braille, orally using the services of a sign language interpreter);

b) an accessible form of providing assignments of assessment tools (in printed form, in printed form in large print, in printed form in Braille, in the form of an electronic document, assignments are read out by an assistant, assignments are provided using sign language interpretation);

c) an accessible form of providing answers to assignments (written on paper, typing answers on a computer, written in Braille, using the services of an assistant, orally).

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If necessary, for students with disabilities and those with limited health capabilities, the procedure for assessing the learning outcomes in a course (module) can be carried out in several stages.

7. Educational and methodological support of the course

Independent work of postgraduate students is carried out in the form of studying individual theoretical issues on the proposed literature and independently solving problems with their subsequent analysis or discussion in the classroom. During independent preparation, students are provided with access to databases and library collections and access to the Internet.

Independent work contributes to:

- deepening and expanding knowledge;
- developing interest in independent research activities;
- mastering the techniques of the process of cognition and developing cognitive abilities.

Independent work of postgraduate students has the main goal of ensuring the quality of training of graduating specialists.

Educational and methodological materials for independent work of students:

Independent work of a postgraduate student is an indicator of scientific potential, the ability to work with literary sources and regulatory acts, materials of economic and pedagogical practice, the ability of a postgraduate student to independently analyze problematic issues. It consists of studying educational and scientific literature, in completing assignments for independent work.

Postgraduate students of full-time and correspondence forms of study study and develop theoretical and practical material mostly independently. The Department of Economic Theory and Regional Development offers a volume of educational and scientific literature in the list of recommended literature, therefore, a postgraduate student needs to refer to the funds of scientific libraries as often as possible, as well as to periodicals, follow the news in the field of economic development. When studying scientific, educational literature, it is necessary to compare the content of the available literature with the program of the candidate exam in the specialty. In the absence of a particular source of literature, it is necessary to refer to the funds of the Russian State Library (Moscow). A postgraduate student must carry out careful preparatory work with scientific literature in his specialty, master theoretical, general and specific scientific search methods.

Educational and methodological materials for independent work of disabled students and individuals with limited health capabilities are provided in forms adapted to their health limitations and information perception:

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For visually impaired individuals:
– in printed form in large print,
– in the form of an electronic document,
– in the form of an audio file,
– in printed form in Braille.
For hearing impaired individuals:
– in printed form,
– in the form of an electronic document.
For individuals with musculoskeletal disorders:
– in printed form,
– in the form of an electronic document,
– in the form of an audio file.

Main literature

(* literature available in the Chelyabinsk State University library or electronic library system; ** literature available in the electronic library system)

1. Vvedenskaya L.A., Pavlova L.G. Rhetoric and culture of speech. Rostov-on-Don, 2010, 2012
2. Vorontsova T.A. Rhetoric as public communication. Izhevsk, 2011 (Electronic source).
3. Rhetoric: textbook for universities / authored by I.N. Kuznetsov. I. N. Kuznetsov. -M.: Dashkov and K, 2010.
4. Sternin, I.A. Practical rhetoric. – M., 2010, 2014. – 252 c.

Further reading

1. General rhetoric [Text] / J. Dubois [et al] ; translated from French by E. E. Razlogova, B. P. Narumov ; ed. by A. K. Avelichev. - 2nd ed. - Moscow: ComKniga, 2006.
2. Khazagerov T. G. General Rhetoric: A Course of Lectures: Dictionary of rhetorical techniques: Textbook. - 2nd ed., revision and supplement. - Rostov-n/D: Phoenix, 1999. - 320 c.

Electronic funds and resources

The library website www.lib.csu.ru is the means of access to the system of its own electronic resources. The electronic catalog provides a complete and prompt overview of the library collection, improves the quality and efficiency of information retrieval - more than .5 milllon records.

1. Electronic catalog. Bibliographic databases.
Books, electronic resources, dissertations and abstracts.
2. Electronic library.

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Publications of Chelyabinsk State University, teaching and methodological complex; dissertations defended in the councils of Chelyabinsk State University, reserve collections, rare book collection, electronic reference book "Informio", statistical publications of Russia and the CIS countries.

3. Abstract

Databases of INION RAS, VINITI databases, Scopus (http://www.scopus.com), Science (archive).

4. Full-text

Databases of dissertations of the Russian State Library, ARBICON, SIGLA, scientific electronic library http://elibrary.ru, subscription to the full-text collection of Russian scientific journals (20-205, 48 titles), publishers: Taylor&Francis, Sage Publications (archive of scientific journals); Springer, Wiley (http://onlinelibrary.wiley.com).

5. Electronic library systems with the ability to use licensed materials from any point with access to the Internet (registration from the university network of a personal account): University Library Online (www.biblioclub.ru), Lan (www.e.lanbook.com).

Internet resources

• eLIBRARY.RU [Electronic resource]: electronic library / Scientific electronic library – URL: http://elibrary.ru/defaultx.asp

• Lan [Electronic resource]: electronic library system (ELS) / Lan publishing house. – URL: http://e.lanbook.com

• University library online [Electronic resource]: electronic library system (ELS) /OOO Directmedia Publishing. – URL: http://biblioclub.ru

Licensed software for the course (module)

- OpenOffice
- Adobe Reader
- MikTex
- WinDjView

8. Logistics and technical support

To conduct classes on the course "Differential Equations in Linear Topological Spaces", provided for by the curriculum for the training of postgraduate students, there is the necessary material and technical base that complies with the current sanitary and fire safety rules and regulations, ensuring the implementation of all types of theoretical and practical training, as well as the effective implementation of the final qualifying work (dissertation):

- lecture halls equipped with multimedia systems based on an anti-vandal tribune;

- specialized computer classes with peripheral devices and equipment

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connected to them;

- methodological materials for independent work on the course. The Faculty of Mathematics has educational and research laboratories equipped with modern computers and multimedia systems: educational computing laboratory (2 computer classes, 24 computers), laboratory of optimization methods and modeling of game situations, educational and scientific laboratory of computer geometry, educational and scientific laboratory of differential equations and operator theory of the department of mathematical analysis, research laboratory of quantum topology, educational and scientific laboratory of technical teaching aids (10 computers), educational and scientific laboratory "Network polygon" (15 computers). All computers of the departments and laboratories of the Faculty of Mathematics are connected by a local network and have Internet access. The faculty has its own website math.csu.ru, which contains educational and scientific materials developed by the faculty staff. Room for independent work (room 205, 206).

The University has computer rooms connected to a local network, Internet access, and equipped with modern high-performance computers. It maintains its own website: http://csu.ru.

For obtaining higher education in postgraduate programs by disabled people and people with limited health capabilities, the University has classrooms equipped with the following equipment:

Room name	Equipment
Room for the typhlotechnical patient, room A-28 of the first academic building	Typhlotechnical aids: Braille computer with display and printer, typhlocomplex "Reading machine", television magnifying device, tiflocassette tape recorders (3 units) and digital voice recorders (6 units). Special software: speech navigation program JAWS, speech synthesizers ("talking mouse"), screen magnifiers.
Room for the deaf, room A-27 of the first academic building	radio class "Sonet-R" (for 6 people), programmable hearing aids (6 pcs.) for individual use with a device for setting the operating mode on a computer, audio equipment.
Adaptive Information Technologies room, Room A-27, First Academic Building	Computer class for 2 people, interactive whiteboard ActiveBoard with voting system, acoustic amplifier and speakers, multimedia projector, TV, VCR, VCON HD3000 videoconferencing device.

All courses specified in this work program, methodological and technical support for the educational process for disabled people and people with limited

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health capabilities are provided by the Regional Educational and Scientific Center for Inclusive Education of CSU.

9. Methodological guidelines for students on mastering the course (module)

When studying this course, seminar (practical) classes and independent work of the postgraduate student are used. During practical classes, the main content of the program topics is presented, the main methods and approaches are considered.

For the most effective study of the course, the postgraduate student is recommended to:

• attend classes, briefly and thoughtfully take notes on the material, indicating the date of the class and the topic;

• independently work through the material both after each class and upon completion of the topic, which allows you to connect the information received and create a complete picture.

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