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"Modern pedagogical rhetoric" in the preparation system of Doctors of Philosophy

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Abstract. The aim of the article is to cover the content of the author's course "Modern pedagogical rhetoric" in the preparation system of doctors of philosophy - future teachers of higher military education establishments. The preparation system of doctors of philosophy at the third (educational-scientific) higher education level is analysed in the article. The role of rhetoric as a science of public speaking and eloquence in the process of preparation of future teachers, scientists of higher military educational establishments was shown. The content of the author's course "Modern Pedagogical Rhetoric", which has been tested for three years, was revealed. The purpose of the discipline is to develop the rhetorical competence and rhetorical culture of a future teacher of a higher military school, a scientist, and to form his positive image. The program of the course "Modern Pedagogical Rhetoric" contains four main topics: the basics of public speaking of a teacher of a higher military school, the rhetorical culture of a teacher of a higher military school, the proficiency in preparing and conducting public speaking, the art of argumentation and polemics in the activities of a teacher of a higher military school. The first topic covers the concepts of rhetoric, public speaking and eloquence, pedagogical rhetoric, the principles of oratorical art, types and kinds of public speeches, ways of audience management during public speaking, peculiarities of listener's perception of information, a pedagogical image of the teacher. The second topic focuses on the development of rhetorical culture, in particular, the technique and culture of speech. The third topic reveals the peculiarities of public speaking preparation, the subtleties of interaction with the audience, the construction of public speeches, their structure, the differences between informative and persuasive speeches. The fourth topic is aimed at mastering the art of argumentation and controversy, defines the features of logical and emotional argumentation in public speaking, rules of discussion, disputes, controversy, techniques for answering questions from the audience.

Keywords. rhetoric; pedagogical rhetoric; public speaking; teacher; adjunct; doctor of philosophy (PhD); higher military education institution

1. Introduction

In the modern context of the information society, rhetorical knowledge and public speaking skills play a significant role in the professional work of the teacher. Rhetoric, as a science of oratory and eloquence, is gaining popularity and becoming an integral part of the educational process at higher education institutions.

A modern teacher of a higher military educational institution is a public figure, representing not only the institution of higher education, but also the Armed Forces and Ukraine at the international level. Excellent oratory skills enable him to speak publicly, build effective

interpersonal interaction, achieve goals, influence, motivate, inspire, lead, and become a successful officer-leader.

Should every teacher have rhetorical knowledge and public speaking skills? Definitely. Any training session, speech at conferences or at a meeting, interview, popular science lecture, presentation of a textbook, scientific discussion, dissertation defense are public speeches. The teacher presents himself, the results of his own activity, scientific achievements, trains the students (cadets), motivates them to improve professionally and study certain disciplines, proves his point of view, convinces, discusses, interacts daily with the audience. In order to achieve goals in life and in professional activity, in particular, it is necessary to be able to speak eloquently and convincingly, defend your own position, visions, views, thoughts. Not without reason Cicero (1895) once said: "There are two occupations which can place men in the highest rank of dignity; one, that of a general the other, that of an accomplished orator."

The teacher is a general who leads war against ignorance and inability, a leader who leads students (cadets) into the world of boundless knowledge, a sculptor who easily hews away everything unnecessary and useless, an artist who paints a path to the ocean of professionalism, a guide who shows the path to self-improvement, personal and professional development, a psychotherapist who skillfully helps the listener to overcome learning difficulties, and finally, the speaker, who builds effective interaction with the audience, paves the way to the hearts of listeners, influences their mind and feelings. Without the knowledge of rhetoric and excellent public speaking skills, the teacher will not be able to achieve a high level in professional and pedagogical activity, effective results in the educational process, presentation of scientific achievements, because interaction with the audience is the central link in his activity. He might have groundbreaking theories, perfectly know the material, but without the ability to convey it to students (cadets), to make them interested and motivated there will be no result.

The aim of the article is to cover the content of the author's course "Modern pedagogical rhetoric" in the preparation system of doctors of philosophy - future teachers of higher military education establishments.

2. Main body

The training of PhDs (Adjuncts) is at the forefront of the higher military education system, because it is aimed at the training of a future teacher - scientific and pedagogical worker, researcher, scientist, and is carried out at the third (educational-scientific) higher education level. For four years, the adjuncts are coping with the educational and scientific parts of the training, have the scientific-pedagogical practice, have their performance evaluated. The completion of Post-Graduate Military Courses is considered to be successful after the defense of a dissertation for a PhD in a particular field.

General Characteristic of Author's Course "Modern Pedagogical Rhetoric"

The educational constituent contains a list of subjects concerning general training, professional training, disciplines to be chosen by an adjunct. The course "Modern pedagogical rhetoric", which is among the general training disciplines, plays an important role and is taught for all specialties and specialisations in the first year of studying. We have developed an author's course aimed at mastering modern methods and means of public speaking, influencing the audience, methods of preparing and delivering public speeches, techniques of effective communication, the art of persuasion and controversy by the future Doctors of Philosophy. In 60 hours of classroom work, adjuncts master rhetorical knowledge, develop oratory skills, practice public speaking, and learn the subtleties of interaction with the audiences.

The course "Modern Pedagogical Rhetoric" has been developed and implemented in the preparation system of doctors of philosophy - future teachers, scientists of higher military educational institutions, and has been tested for the last three years. Annually conducted adjunct surveys, analyses of the results of their learning activities, have made it possible to improve the academic programme and work programme of the discipline.

The purpose of "Modern pedagogical rhetoric" is to develop the rhetorical competence and rhetorical culture of a future teacher of a higher military school, a scientist, and to develop his positive image.

The objectives of the discipline include:

- to familiarise with the peculiarities of preparation and presentation of public speeches of different types and kinds, polemic, art of argumentation;
- master the basic laws and principles of public speaking;
- to develop the technique and culture of speaking of future teachers of higher military educational establishments;
- develop the ability to find, comprehend, process and use information from various sources, analyse and synthesise it in accordance with the goals and objectives of public speaking;
- develop the ability to speak convincingly and beautifully, effectively interact with the audience;
- master the techniques, methods of public speaking and effective communication;
- to encourage the systematic improvement of rhetorical knowledge and skills, the self-development as a rhetorical personality.

The programme of the discipline contains four main topics: the basics of public speaking of a teacher of a higher military school, the rhetorical culture of a teacher of a higher military school, the skills of preparing and conducting public speaking, the art of argumentation and controversy in the activities of a teacher of a higher military school.

14 hours of classroom work are given for lectures, 2 hours – for seminars, 40 hours – for practical classes. A form of assessment is a differentiated credit (4 hours), consisting of theoretical and practical parts. The theoretical part involves a frontal survey of an adjunct group. Each of them is asked 2-3 questions that require an immediate answer. The practical part involves a public performance containing a persuasive speech on the topic of own choice, preparation of a PowerPoint presentation, analyses of a colleague's speech. The choice of the topic for public speaking is made from a list of given topics, for example, "Successful teacher – who is he?", "Why is it necessary to conduct classes at a high level of complexity?", "The problem of the listener is the problem of the teacher?", "Ad astra per aspera (To the stars through difficulties)", "Hint as an element of pedagogical activity", "No will - no man. The more will, the more person there is", "Is stress useful?", "Does every officer need to be confident in himself?", "Failure is a step to success", "Leader is a person who knows what success is", "A positive image is the key to success." Assessment of the test results of the discipline "Modern pedagogical rhetoric" is carried out on a 100-point scale, which takes into account the points obtained for work during practical and seminar classes, the completion of independent work tasks and a credit.

The first topic "The basics of Public Speaking of a High Military School Teacher"

The first topic "The basics of Public Speaking of a High Military School Teacher" contains six classes, two of which are lectures, three – practical classes and one is a seminar.

The lecture "The Art of Public Speaking of a Teacher of Higher Military School" is aimed at introducing adjuncts to the rhetoric as a science of public speaking and eloquence, pedagogical rhetoric as its separate branch, studying the conditions and forms of effective pedagogical communication, peculiarities of a public speech of a scientific and pedagogical (or just scientific) specialist. A clear distinction of the concepts of "rhetoric", "oratorical art", "eloquence" makes it possible to understand their essence, content, differences and avoid further contradictions, which may be found in literature. The lecture highlights the principles of oratorical art as a starting point for public speaking. Consideration of public speaking skills makes it possible to understand the importance of the discipline for future professional and pedagogical activity, achievement of successful communication and life.

The practical class "Features of public speeches of a teacher of higher military school" is aimed at exploration of various public speeches, which the teacher, scientist, officer have to conduct, basic types and kinds of speeches, as well as the general rules of public speaking. The second part of the class is dedicated to the self-presentation of adjuncts - their first public appearance, which is focused on self-presentation to the audience and getting acquainted with others.

The lecture "Managing Audience during Public Speaking" is concerned with the peculiarities of the audience as a subject of pedagogical interaction, features of the speaker's influence on the listeners, problems that arise during the interaction with the audience. Adjuncts realise the importance of understanding the image of the audience before any public appearance. Particular attention is paid to managing the attention of the audience during the speech, the techniques of establishing trust with the audience, attracting and retaining its attention. A highlight of the practical class "Public Storytelling Practice" is not only an explanation of the story's role in the process of public speaking, but also telling the adjuncts stories concerning their lives, military and professional activities, during which they must fully capture the attention of the audience. The practical class "Perception of information as a feature of successful public speaking" reveals the essence of the types of information perception. The characteristics of visual, audio, kinesthetic and digital representational systems provide tools for influencing the audience, selection of the material for the speech and its proper presentation. The second part of the class involves practicing of the received information - a public speech on the basis of representative systems of listeners.

Adjuncts receive an assignment for the seminar "Pedagogical image of a teacher of a higher military school". The compulsory element of the task involves watching a video course "Image of a military leader", which was created by us and is now available on the university's Distance Learning Platform. There is also a list of questions, which have to be revised for the class and a list of recommended literature. The definition of the concepts of "image", "pedagogical image of a teacher of higher military school" and its types creates the basis for a complete understanding of the importance of self-development, which contributes to the own positive image, its impact on the consciousness of the students. A closer study of the teacher's pedagogical image (its habitual, personal, professional, environmental, positional elements) and their components makes it possible to analyse the self-image, motivates future doctors of philosophy to work on themselves and develop their key image characteristics. Finally, the stages of the educational image formation of the teacher are clarified.

The second topic: "Rhetorical culture of a teacher of higher military school"

The second topic: "Rhetorical culture of a teacher of higher military school" aims to develop the technique and culture of an adjunct's speech. It consists of eight lessons, one of which is a lecture and seven are practical classes.

The lecture "Speech Culture of a Teacher of a Higher Military Educational Institution" covers the requirements concerning the speech of a scientific-pedagogical (scientific) specialist, speaking technique, culture of listening. Particular attention is paid to the voice as a speaker's tool, its main and additional characteristics are outlined. It is shown how voice can influence the audience, control its attention, reflect the individual's personality.

Practical classes on "Speaking Technique of a Teacher of Higher Military Institution", "Voice as the main tool of the speaker", "Logic and emotional expressiveness of the teacher's speech" are aimed at the development of the adjunct's speaking technique. They perform a variety of exercises to improve breathing, voice, diction, as well as study orthoepic norms of speech, means of logical and emotional expression, learn to manage volume, voice, tempo, intonation of speech, improve timbre.

During the practical class "Non-verbal speaker's behavior in front of the audience" adjuncts learn the basics of non-verbal behavior during public speaking, study the laws of kinesics and proxemics. Characteristics of gestures, basic mimic manifestations, posture, position, walking, spatio-temporal distance help better understand the peculiarities of the audience's perception of the speaker and his speech. Adjuncts have the opportunity to analyse the speeches of famous speakers (through videos) as well as their own performances from previous classes.

The third topic "Mastery in preparing and conducting public speaking"

The third topic "Mastery in preparing and conducting public speaking" is the core of the discipline "Modern pedagogical rhetoric" and aims to equip future doctors of philosophy with knowledge of the subtleties of preparation and conduction of the speech, features of informative, persuasive and protocol-etiquette speeches. This part contains six lessons that take 14 hours of classroom work.

The lecture "Theoretical Aspects of Preparing for a Speech" reveals thirteen secrets of preparation for a speech, outlining what a teacher should pay attention to, when preparing for practical classes. The information concerning the peculiarities of material visualisation in the course of public speaking makes it possible to understand the importance of visual support of the speech, demonstrates the intricacies of preparing PowerPoint presentations, requirements for slides.

During the practical class "Practical Aspects of Speaker's Preparation for Speech" adjuncts study techniques of overcoming stress, managing emotions in public, peculiarities of setting goals for a speech, a matrix of goals. The second part of the class is devoted to public informative speeches with an obligatory demonstration of a prepared PowerPoint presentation. After the speech of the adjunct, the analysis of the performance and the slides is made, mistakes are also defined.

During the lecture "Architectonics of the Public Speech" the question of the speech structure is taken into consideration, features of the introduction, main body and conclusions are presented. The disclosure of the "edge effect" helps understand the importance of qualitative preparation of the introduction and ending of the speech.

The practical class "Logical and emotional principles of the public speech of a lecturer at a higher military educational institution" is devoted to the development of oratorical skills during public speeches on certain topics. A prerequisite is adherence to speech structure, use of the audience attention management techniques, and adherence to regulations. The speech of the president of the European Council, Donald Tusk, "There is no Europe without Ukraine", conducted in the Verkhovna Rada of Ukraine, is also analysed.

The practical class "Features of persuasive public speeches" is aimed at the development of the architectonics of persuasive public speaking and improvement of the ability to persuade.

Adjuncts are offered a presentation on the topic “A book which cannot be read”. They independently choose the book that will be presented to the audience – science-fiction, scientific or popular science book. Speeches are video-recorded, then demonstrated and analysed.

The practical class "Features of protocol-etiquette public speeches" is aimed at practicing one of the types of protocol-etiquette speeches - a greeting with its subsequent analysis. Adjuncts are also invited to view and discuss the inauguration speech of the President of Ukraine Volodymyr Zelensky, Steve Jobs's commencement speech to Stanford University graduates.

The Fourth topic "The Art of Argumentation and Controversy in the Activities of a Teacher of Higher Military School"

The Fourth topic "The Art of Argumentation and Controversy in the Activities of a Teacher of Higher Military School" is aimed at the distinction of the features of argumentation and controversy, both during public speaking and in the process of everyday communication. This part contains six classes, two of which are lectures and four are practical classes.

The lecture "Argumentation in the Speech" reveals the concepts of the thesis, argument and argumentation, types of argumentation, rules of effective persuasion, logic-rhetorical and psychological traps in argumentation.

The practical class "Features of logical reasoning" involves watching videos on the given topic, public speaking of adjuncts in accordance with the laws of logical reasoning, analysis and discussion of speeches, identification of mistakes. The practical class "Features of emotional reasoning" is focused on developing skills to influence the emotions and feelings of listeners, learning the rules of emotional reasoning and public speaking on the bases of it. The game “Titanic” develops the ability to prove their opinion, defend their viewpoint. The discussion of speeches helps adjuncts understand the advantages and disadvantages of their works.

During the lecture "The Art of Polemics of a Teacher of a Higher Military Educational Institution" the issue of polemics as a form of public speaking is considered, the characteristics of the questions are given, the peculiarities of answers to them are discussed, as well as the algorithm of a successful answer to the question is demonstrated. Particular attention is paid to the techniques of dealing with objections.

The practical class “Peculiarities of Controversy in Public Speaking” aims at the development of the ability to pick up relevant and interesting material for speech, to manage the audience's attention, to persuade listeners, to overcome stress while speaking, to answer the questions of the listeners, to analyse the speech, to use effectively the tools of verbal and non-verbal communication. Particular attention is paid to answering questions from the audience.

The practical class "Features of answering the questions in the course of public speaking" summarises the entire course before the test. Adjuncts conduct persuasive public speech, demonstrate the ability to work with the audience and answer provocative questions, find solutions in difficult situations, deal with objections and counter-arguments.

Individual Work

Particular attention is paid to the independent work of the adjuncts concerning “Modern pedagogical rhetoric”. It includes:

- watching and analysing the films (“Churchill”, “Darkest Hour”, “The King’s Speech”, “Lincoln”);
- reading of books ("Speak Like Churchill, Stand Like Lincoln: 21 Powerful Secrets of History's Greatest Speakers" by James C. Humes, “The Kama Sutra of Public Speaking” by Radislav Gandapas, "I am a speaker" by Alexander Kubersky, "Charismatic Speaker" by Sergei Shipunov);

- writing an essay ("Magic of the Living Word", "Public Speaking in My Life");
- testing on the topics "The program of the development of the pedagogical image (an own example)" and "Ways of mastering public speaking skills";
- analysis of public speeches of the well-known speakers, including Admiral William G. Macraeven, George Smith Patton, Martin Luther King, Nelson Mandela, preparation of the reports.

Tasks for individual work are described in the methodological recommendations "Pedagogical Oratory and Communicational Culture" (Krasnytska, 2018) and tutorial "Basics of Oratory and Rhetorical Communication" (Krasnytska, 2019). Theoretical material for the author's course "Modern Pedagogical Rhetoric" is included to the manual "Pedagogical Mastership of the Higher Military School Lecturer" (Krasnytska, 2020).

3. Conclusions

Every teacher, scientist should have knowledge of Rhetoric. It is the science of success not only in professional activity, but also in life.

"Modern pedagogical rhetoric" aims at gaining rhetorical knowledge (laws and principles of public speaking), managing the behaviour of the speaker (teacher, scientist) in front of the audience, building effective interaction with the listeners, mastering the methods and rules speech, peculiarities of argumentation and polemics, discussions, strategies and tactics of public speaking, formation of pedagogical image of the teacher. Adjuncts develop the following public speaking skills after passing the course: to overcome feelings of uncertainty and stress, to manage the audience during the speech, to structure the public speech, to prepare a convincing text of the speech, to improvise during the speech, to employ the tools of verbal and non-verbal communication, prove the viewpoint (manage the controversies), analyse speeches, and master the techniques of speech and self-presentation.

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