MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
Ivan Franko National University Faculty of Lviv
Faculty of Geography
Department of Geoecology and Physical Geography

Approved
at the meeting of the Department of Geoecology and Physical Geography of the Faculty of Geography
Ivan Franko National University of Lviv
(minutes No 10 of June 8, 2023)

Head of the department _____Ivan Kruhlov

Syllabus of the English-language educational discipline "Norms of Academic Communication"

taught within the framework of the educational program "Geography"
at the second (Master's) level of higher education
for students specializing in
106 Geography

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Course title	Norms of Academic Communication
Address of the course delivery	Doroshenko str., 51 Lviv
Faculty and department to which the discipline is assigned	Faculty of Geography Department of Geoecology and Physical Geography
Field of knowledge and title of a specialty	Natural Sciences 106 Geography
Lecturer	Marine Elbakidze, PhD, Docent
Contact information	E-mail: marine.elbakidze@lnu.edu.ua Web-page: https://geography.lnu.edu.ua/employee/elbakidze-marine Doroshenko str., 41, room 54
Consultations for the course take place	In-person: by prior arrangement, in room 54. Remote: on the corporate platform MS Teams, within the "Academic Communication" team. Registration through email or the team chat.
Webpage of the course	https://geography.lnu.edu.ua/course/
Information about the course	"Norms of Academic Communication" is a mandatory course in the general preparation cycle of specialty 106 Geography, at the second (Master's) level of higher education, taught in the first semester with a workload of 3 credits (ECTS).
Course abstract	The course aims at forming skills of written and oral communication within scholarly/academic community as well in business activities. Students will learn how to efficiently use e-mail services and videoconferencing. The main attention, however, will be paid to the standards of academic writing, which cover style and structure of scientific papers, appropriate citing, and styling of figures and tables. Students will also learn tips of oral and multimedia scholarly presentations as well as discussions. Business component of the course will cover such topics as preparation of a CV and a motivation letter, as well as some skills of face-to-face interview/negotiations. The course is project-based – the students will use their individual Master study material and personal examples for practice.
The aim and tasks	The aim is to teach Master (MS) students in the fundamental principles, styles, and rules of international academic and business communication, encompassing both spoken and predominantly written forms. Tasks are: 1. To provide an understanding of conceptual approaches to communication. 2. To teach: (i) writing in both academic and business styles; (ii) logical structuring of scientific and business documents; (iii) various methods of referencing sources within the text, as well as different styles of formatting bibliographies using specialized software; (iv)the culture of scientific multimedia presentation and discussion; and (v) the formatting of business personal documents - CVs, motivational letters, etc. 3. To provide skills for direct business communication.
Sources	1. Business Explained (No date) Business communication 101, business communication skills basics, and best practices (https://www.youtube.com/watch?v=GK43Ez6FKVs) 2. Delfino D (2020) How to Write a Proper Email (https://www.grammarly.com/blog/email-writing-tips)

3. Gross NL (2011) Communication strategies for international graduate students: Surviving and thriving in American academia. Western. 166 pp (https://teaching.uwo.ca/pdf/research/CSIGS.pdf)
4. Indeed Career Guide (No date) 4 Types of Communication and How to Improve Them (https://www.indeed.com/career-advice/career-development/types-of-communication)
5. Lumen Boundless Business (No date) Introduction to Business Communications (https://courses.lumenlearning.com/boundless-business/chapter/introduction-to-business-communications/)
6. Microsoft (No date) Microsoft 365 Training (https://support.microsoft.com/en-us/training)
7. MrB Geography IB (No date) Geography for a sustainable future. IB Geography Essay writing skills (http://mrbgeographyib.mrbgeography.com/ib-geography-essay-writing-skills/)
8. National Conference of State Legislatures. Effective communications (https://www.ncsl.org/documents/NLSSA/Communication_NLSSA_2011.pdf)
9. PolicyViz (No date) Three Principles of Effective Scholarly Presentations (https://policyviz.com/2016/12/22/three-principles-of-effective-scholarly-presentations/)
10. P.org (2017) How Do I Cite Sources? (https://www.plagiarism.org/article/how-do-i-cite-sources)
11. P.org (No date) Understanding Plagiarism (https://www.plagiarism.org/understanding-plagiarism)
12. Swaen B (2021) Citation styles guide: Choosing a style and citing correctly (https://www.scribbr.com/citing-sources/citation-styles/)
13. Thesis Tutorials (No date) How to Write a Geography Master's Thesis Properly: a Tutorial for Dummies (https://www.thesistutorials.net/the-complete-guide-to-writing-a-geography-masterrs-thesis/)
14. University of Toronto. Department of Geography & Program in Planning (2015) Geography Masters Research Proposal – Tips (https://geography.utoronto.ca/wp-content/uploads/2012/07/MastersResearchProposalTips.pdf)
15. Valamis (No date) Types of communication (https://www.valamis.com/hub/types-of-communication)
16. Wil (No date) How to write a perfect professional email in English in 5 steps (https://englishlive.ef.com/blog/career-english/write-perfect-professional-email-english-5-steps/)
17. Zotero (No date) Your personalresearch assistant (https://www.zotero.org/)
18. Влах М, Котик Л (2018) Теорія і методологія географічної науки. Навчальний посібник. ЛНУ ім І Франка, Львів. 343 сс (https://geography.lnu.edu.ua/wp-content/uploads/2020/06/Teoriia_i_metodolohiia_heohrafichnoi_nauky_2018.pdf)
19. Круглов І (2020) Трансдисциплінарна геоекологія. Монографія. ЛНУ ім І Франка, Львів. 242 сс (https://geography.lnu.edu.ua/wp-content/uploads/2015/03/Kruhlov_2020_TransGeoEco.pdf)
20. Novoresume (2021) How to Write a CV (Curriculum Vitae) in 2021 (https://novoresume.com/career-blog/how-to-write-a-cv)

	21. Novoresume (2021) Motivation Letter Writing Guide + Examples for 2021 (https://novoresume.com/career-blog/how-to-write-a-motivation-letter) 22. StandOut CV (2018) How to write a CV with no experience [kick start your career] (https://www.youtube.com/watch?v=uG_LKVJjuAc) 23. Indeed Career Guide (2021) How to Write a Motivation Letter (With Tips and Examples) (https://www.indeed.com/career-advice/resumes-cover-letters/motivation-letter) 24. Indeed Career Guide (2021) 21 Job Interview Tips: How To Make a Great Impression (https://www.indeed.com/career-advice/interviewing/job-interview-tips-how-to-make-a-great-impression) 25. Indeed Career Guide (2021) 125 Common Interview Questions and Answers (With Tips) (https://www.indeed.com/career-advice/interviewing/top-interview-questions-and-answers) These sources are available for those registered in the MS Team group "Academic Communication".
Course duration	One semester
Course hours	Classroom sessions - 32 hours, including 16 hours of lectures and 16 hours of seminars. Additionally, there are 58 hours allocated for self-study and independent work.
Expected outcomes	**General competencies (GC):** GC2: Ability to learn and gain up-to-date knowledge. GC4: Ability to make substantiated decisions. GC6: Ability to communicate in a foreign language. **Specialized (Professional, Subject-Specific) Competencies (SC):** SC8: Ability to plan, conduct, and publicly present study results, ensuring clear communication of own knowledge, conclusions, and arguments to experts and non-experts. As a result of studying the educational discipline, students should be able to: **To know:** the basic principles of oral, written, and visual communication accepted in international academic and business communities. **To be able to:** effectively engage with educational, scientific, and business English-language texts; write letters and messages, including in English; compose academic texts (essays, reports, articles, projects); reference sources in texts using different styles; create scientific multimedia presentations; present scientific information; engage in scientific discussion. **The program learning outcomes (PLO):** PLO3: To freely communicate on professional and scientific issues in a foreign language. PLO5: To be able to detect, formulate, and solve scientific-applied problems, to critically assess the decisions made. PLO13: To conduct research at universities and to develop respective methods.
Key words	Scholarly communication, business communication, scholarly and business writing, citing, scholarly presentation.
Course format	In person and distance-learning
Themes	**Week I**

	Lecture 1 (2 hours): Introduction. Course overview. Types of communication (verbal, non-verbal, written, visual). Face-to-face and remote communication. Technical means of communication. Scholarly, scientific, and business communication. Self-study (2 hours). Types of communication. Additional reading [3,4,8, 15][1] **Week II** Seminar 1 (2 hours): Technical means. MS Outlook, MS Teams. Self-study (4 hours): Exploring the software options [6]. **Week III** Lecture 2 (2 hours): Academic- (scholarly-) and business-style writing of e-mails (taking initiative, planning meeting, meeting participation, bad news communication etc.). Software for grammar spelling. Management of correspondence. Self-study (4 hours): Practicing in writing e-mails and e-mail management using MS Outlook: individual and team communication [2, 6, 16]. Each student should write following emails: (i) to initiate a meeting with a colleague, (ii) to invite colleagues to the meeting which you organize, (iii) to meeting organizers who invited you to participate at the meeting. **Week IV** Seminar 2 (2 hours): Using MS Teams in Academia and Business. Self-study (4 hours): Additional practice. Creation of teams, channels, file depositories, and links [6] **Week V** Lecture 3 (2 hours): Designing and writing a research paper /thesis. Scholarly language style. Structure of a scholarly paper/thesis: Introduction, Methods, Results, Discussion (IMRD). Content and structure of each part of a research paper. Designing and writing a research project. Communication with a journal or grant foundation. Self-study (4 hours): Each student should develop an outline of own Master thesis. Additional reading [7, 13, 14, 19]. **Week VI** Seminar 3 (2 hours): Principles and the style of scholarly writing. Each student presents an outline of his/her MS Thesis. Group discussion on how to improve the outline of MS Thesis. Self-study (4 hours): Each student should finalyse of the outline of own Master thesis after seminar 3. Additional reading [3, 7, 13, 14, 19] and practice. **Week VII** Lecture 4 (2 hours): Incorporating social media (e.g., research blog, Facebook, Twitter, LinkedIn) in Scholarly Communication: principles, style, and format. Self-study (4 hours): Each student should prepare messages about own Master thesis for different social media. Additional reading [10, 11, 12, 17] and practice

[1] See references in “Sources”

	Week VIII Seminar 4 (2 hour): Structuring a research paper: IMRD, content and structure of each part of a research paper. Practicing to work in a team: functions of a lead author and co-authors. Self-study (4 hours): Each student should prepare an outline of research paper based on his/her results in MS thesis. Additional reading [7, 13, 14, 19] and practice. **Week IX** Lecture 5 (4 hours): Scholarly presentation. The main principles. Structure of a scholarly presentation. Illustrations. Presentation software. Behavior during presentation. Self-study (4 hours): Each student should prepare a presentation of her/his Master thesis. Additional reading [1, 3, 5, 9] **Week X** Seminar 5 (2 hours): Preparing multimedia presentation. Each student will present her/his Master thesis and a group discussion about the structure, content and style of scholarly presentations Self-study (4 hours): Each student should prepare the final version of presentation of her/his Master thesis after the discussion during Seminar 5. Additional reading [1, 5, 6, 8, 9] **Week XI** Lecture 6 (2 hours): Scholarly discussion: formats, principles, style, content. Self-study (4 hours): To read about how to organise and keep a scholarly discussion: main rules and principles. Each student should prepare an example of such discussion in which he/she participated during the course which they will present during Seminar 6. Additional reading [1, 5, 8, 9]. **Week XII** Seminar 6 (2 hours): Practicing different formats of scholarly discussions. Self-study (4 hours): Additional reading on how to organise and keep a scholarly discussion: main rules and principles [1, 5, 8, 9]. **Week XIII** Lecture 7 (2 hours): Business communication. Principles of business communication. Written business communication. Curriculum vitae. Motivation letters. Interviews. Negotiations. Self-study (2 hours): Each student should prepare own CV. Additional reading [1, 3, 5, 9]. **Week XIV** Seminar 7 (2 hours): Individual presentations of CVs and a group discussion on its structure, content and style. Self-study (2 hours): Each student should prepare own final CV after Seminar 7. Additional reading [20, 22]. **Week XV** Lecture 8. (2 hours): Writing a motivation letter

	Self-study (4 hours): Each student should prepare a motivation letter. Additional reading [21, 23]. **Week XVI** Seminar 8 (2 hours): Individual presentations of motivation letters and a group discussion on its content, structure and style. Face-to-face interview / negotiations Self-study (2 hours): Each student should prepare own final motivation letter after a group discussion during Seminar 8. Additional reading [1, 3, 5, 9, 24, 25].
Final evaluation	The evaluation is based on the continuous or ongoing performance of students throughout the semester rather than a final examination.
Prerequisites	Students should have an intermediate or higher level of proficiency in both spoken and written English.
The teaching methods and techniques that will be used during the course will include:	This course is project-based, where each MS student will acquire communication skills through the use of material from their own qualification research during seminars. Lectures are presented in the form of multimedia presentations at the beginning of thematic blocks. In the seminars that follow the lectures, there is a demonstration and discussion of individual cases of the MS students.
Required equipment	Students should have relatively modern computers and internet connections, including access to the university's corporate cloud services such as MS Office 365.
Assessment criteria	Assessment is conducted on a 100-point scale. Points are awarded for participation and comments during seminars, as well as for engagement during lectures. However, the primary focus is on the written component of assignments, which is directly related to the MS student's qualification work and their individual preferences regarding future employment within the field. • Written assignments: 60% of the semester grade; maximum score: 60. • Oral presentations, comments, responses: 40% of the semester grade; maximum score: 40. • The total maximum score is 100. *Written assignments*: It is expected that students will prepare a short text related to their individual qualification work for each seminar. *Multimedia presentations*: Each course participant will prepare at least one multimedia presentation and present it during a seminar. *Academic Integrity*: This course aims to instill a clear understanding of the norms of academic, scientific, and professional behavior in MS students. The absence of citations for used sources, fabricating sources, plagiarism, and interference with the work of other students constitute, but are not limited to, examples of possible academic misconduct. The detection of signs of academic misconduct in a written assignment or multimedia presentation by a student may lead to referral to the disciplinary committee as the beginning of the procedure for their expulsion from the university. *Attendance*: It is expected that all students will attend all course seminars. Students are required to adhere to the deadlines set for the submission of written assignments. *Literature*: Educational materials, including software and literature, will be provided to students exclusively for educational purposes without the right to

	transfer them to third parties. In addition to the materials provided, students are encouraged to use other materials and sources. *Grading Policy*: In addition to the points earned for completing written assignments and for participation in seminars, points are awarded for attendance at seminars, as well as for short responses and comments during sessions. Grades are lowered for late submission of written assignments
Questions for control during the seminars	1. Types of scholarly, scientific and business communication. 2. Write following emails: (i) to initiate a meeting with a colleague, (ii) to invite colleagues to the meeting which you organize, (iii) to meeting organizers who invited you to participate at the meeting. 3. Explain and show how to use different software to communicate and organize meetings with scholars in Ukraine and abroad. 4. Using the outline of the research publication which you developed during the course, explain its structure and a content of each part. 5. Principles, style and format of using social media in scholarly communication. 6. Imagine: you are the lead author of the scientific paper. How will you organize your work with co-authors? 7. How to write a project application: main steps, structure, and content. 8. Using the presentation which you prepared during the course, please, explain main principles and the structure of a scholarly presentation. 9. How to organise and keep a scholarly discussion: main rules and principles. Provide an example of such discussion in which you participated during the course and analyse it. 10. What is business communication? Main principles and forms. 11. Using your CV which you wrote during the course, explain how CV should be organize – structure, content and style. 12. Using the motivation letter which you prepared during the course, explain what such letters should include, what style should be used and what are the coming mistakes in writing such letters. 13. A job interview: a lecturer and student will improvise a job interview.
A course quality evaluation questionnaire	At the end of the course, an anonymous course quality evaluation questionnaire will be provided