



COURSE UNIT DESCRIPTION

Course unit title	Code
Performative Communication	

Annotation
During the course, students will learn about theories of performativity, embodiment and rhetoric, while developing analytical skills in practical public speaking, storytelling, persuasion and expressive presentation. Through a practical assignment and critical analysis, students will understand that communication is an embodied, performative and dynamic act. The course emphasises the performativity of everyday communication and public speaking, revealing that all communication is a form of performance.

Lecturer(s)	Department, Faculty
Coordinating: assoc. prof. dr. Martynas Petrikas	Faculty of Communication

Study cycle	Type of the course unit
First	Elective

Mode of delivery	Semester or period when it is delivered	Language of instruction
On site / Remote	Autumn / Spring	English

Requisites	
Prerequisites:	Co-requisites (if relevant):
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Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	114	40	74

Purpose of the course unit: programme competences to be developed		
Aim of the course: this course explores the principles and practice of performative communication, emphasising how performative techniques affect interpersonal and professional communication. After completion of the course the students will be able to define performative communication, to analyse its cases, to communicate research outcomes as well as to apply knowledge in varied professional environments.		
Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
Student is able to understand the theoretical foundations of performative communication and its role in everyday communication.	Lectures, seminars, independent study of sources	Evaluation of research essay, presentations
Student is able to analyse public discourse, strategic narrative and persuasion as performative action in its social and professional context.	Independent research project	Evaluation of research essay
Student is able to communicate theoretical knowledge and the results of practical research in scientific discourse.	Independent research project	Evaluation of research essay

Course content: breakdown of the topics	Contact hours	Individual work: time and assignments
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	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship/work	Contact hours,	Individual work	Assignments
1. Introduction: an overview of the course content, the evaluation framework, key concepts and theories.	1		2				3	2	Read J. L. Austin How to Do Things with Words, p. 1-11.
2. Communication as a performative act. Development of concepts and practices.	1		2				3	2	Read R. Schechner Performance Theory, p. 112-170.
3. Narrative as a tool of performative communication: performative practices of constructing a convincing narrative.	2		2				4	4	Read E. Goffman The Presentation of Self in Everyday Life, p. 10-47.
4. Embodiment and non-verbal performative communication. Character and image construction.	2		2				4	4	Read Z. Papacharissi Without you, I'm nothing: Performances of the self on Twitter, p. 1989-2006.
5. Persuasion as a performative act. Persuasive techniques and performative rhetoric.	2		2				4	4	Read T. Aiolfi. Performing the Populist Repertoire on the Global Stage: A Critical Approach to IR and Populist Communication, p. 203-224.
6. Spontaneous and rehearsed performative communication.	2	2	2				6	28	Research on the selected object.
7. Social and cultural contexts of performative communication.	2	2	2				6	30	Preparation of an essay. Preparation for presentation of the research.
8. Course summary.	2	2	6				10		Presentation of the research.
Total	14	6	20				40	74	

Assessment strategy	Weight %	Deadline	Assessment criteria
Seminars	30	End of semester	50 % Active participation in seminars (clear demonstration of familiarity with the literature, participation in discussions, ability to formulate and answer questions). 50 % Presentation of the research (clearly defined topic, material, theoretical approaches and research methodology). <i>Note: Missing more than 1/3 of the seminars disqualify for the examination. A passing grade evaluation of the seminars is required for successful completion of the course.</i>
Independent research project	70	Examination session	Guidelines for independent research: In consultation with the professor, the student chooses a practical case of performative communication (a politician's speech, an opinion-maker's content, an advertising campaign, etc.) and critically analyses it in writing, applying the knowledge acquired in the course. The research is presented in the form of a scientific essay. Assessment: 40 % Structure and length of the text: The structure of the paper is clear, logical and of an appropriate length.

			<p>40 % Analysis and conclusions: the analysis of the subject is novel and original, comprehensive, based on empirical and theoretical material, makes use of the knowledge and skills acquired, and formulates conclusions in a sound and reasonable manner.</p> <p>20 % Style and culture of writing: appropriate use of empirical material and sources, wording and style in line with the requirements of a problem paper.</p> <p>Failure to submit the essay – mark “0”.</p> <p>Length of the scientific essay: 10 pages or 20 000 characters with spaces.</p>
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Author	Publishing year	Title	Issue of a periodical or volume of a publication; pages	Publishing house or internet site
Required reading				
J. L. Austin	1962	How to Do Things with Words		Available on Moodle
E. Goffman	2022	The Presentation of Self in Everyday Life		Penguin Books
R. Schechner	2004	Performance Theory		London, New York: Routledge
Z. Papacharissi	2012	Without you, I'm nothing: Performances of the self on Twitter. International journal of communication	6/18	
T. Aiolfi	2023	Performing the Populist Repertoire on the Global Stage: A Critical Approach to IR and Populist Communication. In: Lacatus, C., Meibauer, G., Löfflmann, G. (eds) Political Communication and Performative Leadership		London: Palgrave Macmillan, Cham
Recommended reading				
V. Turner	1982	From Ritual to Theatre: The Human Seriousness of Play		New York: PAJ Publications
Ph. Auslander	1999	Liveness: Performance in a Mediatized Culture		London, New York: Routledge