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Distance Course on Public Speaking with Virtual Acting as a Complement of the Subject Effective Oral Expressions for Students of the Advertising Career at UAH.

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ABSTRACT

Updating in Education is vital, in light of the world's advances. Oratory, as the main skill for human communication, does not escape from this. Therefore, this research resulted from identifying the contents taught on the subject of EOE (Effective Oral Expressions) and contrast them with the ones with more current validity, in order to suggest their updating and propose an extension course for students who came with little command in terms of voice, body and stage fright. The General Aim was analysing the Design of a Distance Learning Course on Oratory and Virtual Acting as a complement on the Effective Oral expressions subject for Advertising students at Alejandro de Humboldt University. The main theoretical contribution was: Analysis of TED Talks as online educational tools, University Virtual Education as a means for improving generic competences and learning through good teaching practices, proposing an Oratory Course for students of the Bachelor's Degree in Communication Sciences at San Carlos de Guatemala University, scientific magazines, educational blogs, amongst others. A documentary research was carried out, with a bibliographic design and a descriptive research level, in order to describe the circumstances which responded to the variables presented. In conclusion, teaching the EOE subject on the face to face modality is insufficient, as mastering oratory is a process that can last several months. Therefore, AHU was recommended updating the EOE and implementing the OVA course, on DL (Distance Learning) modality, as the subject's complement, so that students can achieve better communication skills and be better professionals.

Key words: distance learning education; oratory with virtual acting; online courses; e-learning; online course design, teaching strategies.

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