

## MODULE SPECIFICATION

<b>Module Title</b>	Public Speaking
<b>Module Code</b>	COMM 110
<b>Module Credits</b>	4
<b>Pre-requisites (including Year 1)</b>	N/A

## Description

<b>Course Overview</b>
<p>This course focuses on the fundamental principles of crafting, organizing, presenting, and evaluating ideas in public speaking contexts. Designed to be highly practical, it aims to equip students with the skills necessary to excel in any situation that requires speaking to an audience. The primary goal of public speaking is to support and enhance students' communication skills, which are vital for their professional careers. Through exposure to essential speech-making principles, the course prepares students to create and deliver compelling presentations. Additionally, it offers numerous opportunities to develop communication abilities in various settings, including individual presentations, paired interactions, and group discussions.</p>
<b>Method of Teaching and Learning</b>
<p>This module will be taught using a combination of lectures, tutorials and consultation hours. Learning will also be reinforced by appropriate readings from the course text.</p>
<b>Syllabus</b>
<p>Lecture Topics</p> <ul style="list-style-type: none"> <li>· Speaking in Public</li> <li>· Dealing with Anxiety</li> <li>· Ethics and Public Speaking</li> <li>· Listening</li> <li>· Giving Your First Speech</li> <li>· Selecting a Topic and a Purpose</li> <li>· Analyzing the Audience</li> <li>· Gathering Materials</li> <li>· Speech Sources and Creditability</li> <li>· Supporting your Ideas</li> <li>· Organizing the Body of the Speech</li> <li>· Beginning and Ending the Speech</li> <li>· Outlining the Speech</li> <li>· Delivery</li> <li>· Effective Use of Language</li> <li>· Nonverbal Communication</li> </ul>

- Using Visual Aids
- Speaking to Inform
- Speaking to Persuade
- Methods of Persuasion
- Speaking on Special Occasions
- Business Pitch

Speech 1, Introduction Speech: This is a warm-up 1-2 minutes speech about yourself in an effort for us all to get to know each other. This should help you feel more comfortable speaking in front of your classmates.

Speech 2, Informative Speech: This is a 5-7 minute speech informing your classmates about a topic of your choice. It can be a historical events or something from the modern world. The purpose of this speech is to sharpen research skills and provide credible evidence for your claims. Along with your in-class presentation, you will be required to turn in your speech outlines and references.

Speech 3, Persuasive Speech: This is a 5-7 minute speech that will require you to craft effective arguments and to define and refute potential counterarguments. The purpose of your speech should be to request your audience to perform an action or to shift thought and feelings. Along with your in-class presentation, you will be required to turn in your speech outlines and references.

Speech 4, Sensory Aid Speech: This is a 5-7 minute speech that utilizes visual, audio, or other non-verbal tools. The focus of the speech will be to enhance your claims with effective tools. You may revisit a topic or idea from your informative or persuasive speech. Along with your in-class presentation, you will be required to turn in your speech outlines and references.

Speech 5, Business Pitch: This is a 5-7 minute business pitch you that you will be presenting your business ideas to an audience of potential investors.

## Assessment

Assessment Type	% of Final Mark
Speech Outlines	10%
Introduction Speech	10%
Informative Speech	10%
Persuasive Speech	20%
Sensory Aid Speech	15%
Business Pitch	15%
Peer Evaluation	5%
Quizzes & Examinations	15%
Course Participation	5%

<i>Range</i>	<i>Letter Grade</i>
90% - 100%	A
80% – 89%	B
70% - 79%	C
60% - 69%	D
< 60%	U

## Textbooks

### *Mandatory Textbooks*

Title	Author	ISBN/Publisher
Choices & Connections, 4 <sup>th</sup> edition	Steven McCornack & Joseph Ortiz	9781319485153

### *Optional Textbooks*

Title	Author	ISBN/Publisher
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### *Reference Textbooks*

Title	Author	ISBN/Publisher
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