

OCT 20 2003

**COURSE OUTLINE**

COURSE NAME EFFECTIVE PUBLIC SPEAKING

COURSE NUMBER MKTG 1323 DATE JANUARY 1995

Prepared by C.E. MARKETING DEPT. Taught to C.E.

School Business Program

Date Prepared AUGUST 1994 Option

Term ALL Hrs/Wk 3 Credits 3

No. of Weeks 12 Total Hours 36

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**PREREQUISITES**

Reasonable fluency in the English language is necessary for success in this course.

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**COURSE OBJECTIVES**

(Upon successful completion of this course, the student will be able to:)

- Speak confidently, clearly and convincingly both in business presenting and in other public speaking situations
  - Show leadership through communication that builds credibility and respect
  - Meet the increasing demands for public speaking necessary for leadership positions
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## **EVALUATION**

Mid-Term Assignment	<u>20</u>	%
Informative Speaking Assignment	<u>20</u>	%
Delivery Skills Assignment	<u>20</u>	%
Final Inspirational Speech Assignment	<u>30</u>	%
Impromptu Speaking	<u>10</u>	%

Each student completes a self-evaluation form for each close circuit T.V. presentation. The student also writes evaluations classmates; presentations beginning night 12 so that he can evaluate "audience reaction".

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## **REQUIRED TEXT(S) AND MATERIALS**

Use of Tape or Video Recorder recommended.  
A video tape for recording speeches

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## **REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT**

Book of Quotations and Anecdotes  
Select according to your preference

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## **COURSE SUMMARY**

Lectures, audio visual, films, buzz groups, speech analysis will be some of the methods employed to cover the following:

- Discipline, adaptations for public speaking
- Controlling your visual signals
- The building of a speech
- Overcoming fear and development of self-confidence
- Delivery skills
- Basics of the communication process
- Informative Presentations
- Inspiration speeches
- Introducing/thanking speakers
- Impromptu speaking

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(continued)

WEEK LECTURE OR LAB NUMBER	MATERIAL COVERED
1	<ul style="list-style-type: none"><li>- Introduction to course and course description</li><li>- Instruction: Stance and appearance, Controlling your visual signals</li><li>- Basic adaptations of voice and manner needed for public speaking</li><li>- Lecture: The Discipline Necessary for Success in this course</li><li>- Video: "How to Speak Confidently"</li></ul>
2	<ul style="list-style-type: none"><li>- Students talks</li><li>- <u>Lecture</u> and discussion: "Stage Fright"</li><li>- Develop yourself</li><li>- Adaptions needed in Public Speaking</li><li>- Where and how to start in speech preparation: Audience, purpose, subject</li><li>- How to capture attention with your opening</li><li>- Assignment</li></ul>
3	<ul style="list-style-type: none"><li>- Class speeches, close circuit T.V.</li><li>- Self-evaluation Form I, Instructor's Form completed</li><li>- Lecture: Functions of the Opening</li><li>Group exercise</li></ul>
4	<ul style="list-style-type: none"><li>- Class speeches - oral critique and discussion</li><li>- Frames of Reference: instruction, written and oral exercises</li><li>- Platform presence and gaining the acceptance of your audience</li><li>- Instruction and practice</li><li>- <u>The Body of the Speech</u> - Part I - Lecture; Creating your message, developing your points, use of illustrative techniques - overcoming perceptival barriers</li></ul>
5	<ul style="list-style-type: none"><li>- Class speeches - written critiques</li><li>- The Body of the Speech - organization</li><li>- Extemporaneous delivery</li><li>- Remembering names - exercise</li><li>- Impromptu speaking</li></ul>
6	<ul style="list-style-type: none"><li>- Class speeches - written critiques</li><li>- Language usage for speech</li><li>- The Ending of the Speech - Lecture, class exercise</li><li>- Video: - "Confidence in Public Speaking Vol. II"</li></ul>

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(continued)

WEEK LECTURE OR LAB NUMBER	MATERIAL COVERED
7	<ul style="list-style-type: none"><li>- Mid-Term - Closed circuit TV and Evaluations II</li><li>- Assignment &amp; Instruction: Informative Presentations</li><li>- Video: "Confidence in Public Speaking Vol. II"</li></ul>
8	<ul style="list-style-type: none"><li>- Class presentation 8 - 10 minute Presentations</li><li>- Delivery skills: Breathing, Resonating, Projecting (lecture/demonstration)</li><li>- Achieving vocal variety pitch, volume, rate</li><li>- Video: "Confidence in Public Speaking Vol. II"</li></ul>
9	<ul style="list-style-type: none"><li>- Class Presentation - 8 - 10 minutes</li><li>- Exercise: Breathing, projecting</li><li>- Lecture and Demonstration - limbering up articulation</li><li>- Impromptu speaking</li></ul>
10	<ul style="list-style-type: none"><li>- Warm up exercises</li><li>- Delivery skills exercise - auditorium</li><li>- Inspirational Speech: Lecture &amp; Video example</li><li>- Introducing and thanking speakers</li></ul>
11	<ul style="list-style-type: none"><li>- Final evaluation: The Inspirational Speech</li><li>- Student evaluation of classmates</li></ul>
12	<ul style="list-style-type: none"><li>- Video: "Persuasive Speaking"</li><li>- Make-up Assignments</li><li>- Impromptu speaking marked</li><li>- Social hour and closing remarks</li></ul>
	<p>NOTE: Close circuit T.V. - Nights 3,7,11</p> <p>Videos: "How to Speak Confidently" "Confidence in Public Speaking Vol. II" "Persuasive Speaking"</p>

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**BIBLIOGRAPHY**

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5. Sarnoff, Dorothy (1970) Speech Can Change Your Life  
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