



## UNIVERSITI TEKNOLOGI MARA

### COM165: PUBLIC SPEAKING

<b>Course Name (English)</b>	PUBLIC SPEAKING <b>APPROVED</b>
<b>Course Code</b>	COM165
<b>MQF Credit</b>	3
<b>Course Description</b>	This is a basic subject for Mass Communication students primary to prepare them for public speaking skills. At the earlier stage, students are exposed to concepts in idea building, research for topics, audience analysis and the general communication process. At the later stage, various techniques of writing speeches, using audio visual aids and delivery of speeches from the aspects of language, and non-verbal style are emphasized. In general, this subject will guide graduate to be professional and responsible communicators who are able to make interesting speech preparation. These public speaking skills would be able to support the students' future careers.
<b>Transferable Skills</b>	1. Able to write and apply various techniques of public speaking and increase their efficiency to speak in public 2. Able to show confidence in giving public speeches
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Discussion, Presentation
<b>CLO</b>	CLO1 Prepare effective public speaking skills related to issues in communication and media industry. CLO2 Demonstrate ethically public speaking components related to issues in communication and media industry. CLO3 Present verbally public speaking components related to issues in communication and media industry.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	<b>1. Selecting a Topic and a Purpose</b> 1.1) 2.0.1 Choosing a Topic 1.2) 2.0.2 Determining the General Purpose 1.3) 2.0.3 Determining the Specific Purpose 1.4) 2.0.4 Phrasing the Central Idea <b>2. Analyzing the Audience</b> 2.1) 2.1.1 Audience-Centeredness 2.2) 2.1.2 Your Classmates as an Audience 2.3) 2.1.3 The Psychology of Audiences 2.4) 2.1.4 Demographic Audience Analysis 2.5) 2.1.5 Situational Audience Analysis 2.6) 2.1.6 Getting Information about the Audience 2.7) 2.1.7 Adapting to the Audience <b>3. Organizing the Body of the Speech</b> 3.1) 3.0.1 Organization Is Important 3.2) 3.0.2 Main Points 3.3) 3.0.3 Supporting Materials 3.4) 3.0.4 Connectives <b>4. Beginning and Ending the Speech</b> 4.1) 3.1.1 The Introduction 4.2) 3.1.2 The Conclusion

<p><b>5. Outlining the Speech</b>  5.1) 3.2.1 The Preparation Outline  5.2) 3.2.2 The Speaking Outline</p>
<p><b>6. Gathering Materials</b>  6.1) 4.0.1 Using Your Own Knowledge and Experience  6.2) 4.0.2 Doing Library Research  6.3) 4.0.3 Searching the Internet  6.4) 4.0.4 Interviewing  6.5) 4.0.5 Tips for Doing Research</p>
<p><b>7. Supporting Your Ideas</b>  7.1) 4.1.1 Supporting Materials and Critical Thinking  7.2) 4.1.2 Statistics  7.3) 4.1.3 Testimony  7.4) 4.1.4 Sample Speech with Commentary</p>
<p><b>8. Using Visual Aids</b>  8.1) 4.2.1 Advantages of Visual Aids  8.2) 4.2.2 Kinds of Visual Aids  8.3) 4.2.3 Guidelines for Preparing Visual Aids  8.4) 4.2.4 Guidelines for Presenting Visual Aids</p>
<p><b>9. Ethics and Public Speaking</b>  9.1) 5.0.1 The Importance of Ethics  9.2) 5.0.2 Guidelines for Ethical Speaking  9.3) 5.0.3 Plagiarism  9.4) 5.0.4 Guidelines for Ethical Listening</p>
<p><b>10. Listening</b>  10.1) 5.1.1 Listening Is Important  10.2) 5.1.2 Listening and Critical Thinking  10.3) 5.1.3 Four Causes of Poor Listening  10.4) 5.1.4 How to Become a Better Listener</p>
<p><b>11. Using Language</b>  11.1) 5.2.1 Language Is Important  11.2) 5.2.2 Meanings of Words  11.3) 5.2.3 Using Language Accurately  11.4) 5.2.4 Using Language Clearly  11.5) 5.2.5 Using Language Vividly  11.6) 5.2.6 Using Language Appropriately  11.7) 5.2.7 A Note on Inclusive Language</p>
<p><b>12. Delivery</b>  12.1) 5.3.1 What Is Good Delivery?  12.2) 5.3.2 Methods of Delivery  12.3) 5.3.3 The Speaker's Voice  12.4) 5.3.4 The Speaker's Body  12.5) 5.3.5 Practicing Delivery  12.6) 5.3.6 Answering Audience Questions</p>
<p><b>13. Speaking to Inform</b>  13.1) 6.0.1 Types of Informative Speeches: Analysis and Organization  13.2) 6.0.2 Guidelines for Informative Speaking  13.3) 6.0.3 Sample Speech with Commentary</p>
<p><b>14. Speaking to Persuade</b>  14.1) 6.1.1 The Importance of Persuasion  14.2) 6.1.2 Ethics and Persuasion  14.3) 6.1.3 The Psychology of Persuasion  14.4) 6.1.4 Persuasive Speeches on Questions of Fact  14.5) 6.1.5 Persuasive Speeches on Questions of Value  14.6) 6.1.6 Persuasive Speeches on Questions of Policy  14.7) 6.1.7 Sample Speech with Commentary</p>

Assessment Breakdown		%	
Continuous Assessment		100.00%	

  

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Outline writing and reporting	30%	CLO1
	Case Study	Report	20%	CLO2
	Presentation	Speeches Presentation	50%	CLO3

  

Reading List	Recommended Text	LUCAS, Stephen E. 2020, <i>The Art of Public Speaking</i> , 13 Ed., McGraw Hill New York [ISBN: 9781260548099]
	Reference Book Resources	<ul style="list-style-type: none"> <li>• Hamilton, G. 2002, <i>Public Speaking for College and Career (6th E, Ed., , McGraw Hill [ISBN: ]</i></li> <li>• Deann,D., Sellnow 2005, <i>Confidence Public Speaking (2nd Edition), Ed., , Thompson [ISBN: ]</i></li> <li>• Venderbe, R.F., Verdenber K.F. 2006, <i>The Challenge of Effective Public Speaking (1, Ed., , Thompson [ISBN: ]</i></li> <li>• Beebe &amp; Beebe 2005, <i>Public Speaking: An Audience-Centered Approac, Ed., , Pearson Education [ISBN: ]</i></li> <li>• Nelson, P., Pearson, J. 2006, <i>Confidence in Public Speaking (6th edition), Ed., , Brown &amp; Benchmark</i></li> </ul>

  

<b>Article/Paper List</b>	This Course does not have any article/paper resources
<b>Other References</b>	This Course does not have any other resources