



UNIVERSITI TEKNOLOGI MARA

BAP601: EFFECTIVE PUBLIC SPEAKING SKILLS ( ARABIC LANGUAGE)

<b>Course Name (English)</b>	EFFECTIVE PUBLIC SPEAKING SKILLS ( ARABIC LANGUAGE) <b>APPROVED</b>
<b>Course Code</b>	BAP601
<b>MQF Credit</b>	3
<b>Course Description</b>	This course aims to provide students with the background in the theories and principles of public speaking as well as practical experiences with the various types of speeches. It covers ethics of public speaking and the choice of correct register in the chosen context. Students will be trained in the text preparation and effective speech delivery.
<b>Transferable Skills</b>	Effective communicative Confident
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Demonstrations, Tutorial
<b>CLO</b>	CLO1 Demonstrate self-confidence, self-esteem and positive attitude in Arabic public speaking skills CLO2 Show ability to Identify, analyze and summarize issues and ideas in Arabic public speaking skills CLO3 Demonstrate skills in delivering ideas clearly, creatively and interactively
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Theories and principles of public speaking</b> 1.1) Language aspect and non-language aspect in speech discourse 1.2) Rhetoric in public speaking 1.3) Image of a good speaker 1.4) Using visual aids	
<b>2. Types of speech</b> 2.1) Informative 2.2) Persuasive 2.3) The special occasion	
<b>3. Informative speech (Application)</b> 3.1) samples of topics for informative speech	
<b>4. Persuasive speech (Application)</b> 4.1) samples of topics for informative speech	
<b>5. The special occasion (Application)</b> 5.1) Welcoming speech 5.2) Officiating speech 5.3) Farewell speech 5.4) Chairperson's speech 5.5) Congratulatory speech 5.6) Ceremonial speech	

Assessment Breakdown		%	
Continuous Assessment		100.00%	

  

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	10 facebook life	40%	CLO2
	Presentation	Public speaking I	30%	CLO1
	Presentation	Public speaking II	30%	CLO2

  

Reading List	Reference Book Resources
	<ul style="list-style-type: none"> <li>• Muhammad 'Abd al-Rahim 'Adas. 2005, <i>Fann al-ilqa'</i>, Dar al-Fikr Amman</li> <li>• Asma Fayyad 2005, <i>Fann al-Khitabatt wa al-ilqa'</i>, Asma Fayyad. Al-Su'udiyatt</li> <li>• Mustafa Murad 2002, <i>Rawdatt al-Khutaba' wa Kayfa Takun Khatiban Najihan</i>, Kaherah Dar al-Fajr li al-Turath</li> <li>• Antowon Wahed 2013, <i>Fannu Al-Khitabah wa Al-Ilqa'</i>, al-Dar: la- Misiriah al-Libnaniah. Kaherah</li> <li>• Abd Al- Hakam Ahmad Al-kozimi 2012, <i>al-Taqdim Al-Jamahir: alm- kawaf wa wal hulul.</i>, Maktabah Ibinu Sina. Kaherah</li> <li>• Kalifah Al- Misaawi 2012, <i>Al-Washail fi T ahliil al-Muhadatsah Dirasah Fi Istiratijiyat al-Khitab</i>, Dar alam al-Kitab al-Hadith. Amman</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