



## UNIVERSITI TEKNOLOGI MARA

### COM421: EFFECTIVE SPEAKING

<b>Course Name (English)</b>	EFFECTIVE SPEAKING <b>APPROVED</b>
<b>Course Code</b>	COM421
<b>MQF Credit</b>	3
<b>Course Description</b>	This is a basic course for student, primarily to prepare students with effective speaking skills. The topics consist of important concepts and the entire process of speech planning and delivery. These include the principle of message planning, structuring and idea building, research for topics, audience analysis and the theoretical consideration pertaining to listening and understanding the human communication processes. Various techniques of writing speeches, the art of using audio-visuals aids language aspects, style and importance of non-verbal communication in speech presentation skills are incorporated in the syllabus. Students will also be taught the art of delivery, guidelines, strategies and techniques of effective and credible speaker, persuasive and convincing speeches.
<b>Transferable Skills</b>	Demonstrate ability to communicate clearly and confidently, and listen critically.
<b>Teaching Methodologies</b>	Lectures, Field Trip, Discussion, Presentation
<b>CLO</b>	CLO1 Explain the principles and components of speech making and delivery. CLO2 Able to prepare effective verbal and written speeches for various audiences and purposes. CLO3 Demonstrate delivery of effective speeches for specific and general audiences within a specified time.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction to Public Speaking</b> 1.1) The concept of communication between the person A and B. 1.2) Communication components and modules. 1.3) Overview of speech making process. 1.4) Ethics and free speech.	
<b>2. Developing confidence through speech planning process</b> 2.1) Effective Speaking Apprehension. 2.2) Developing an Effective Speech Plan	
<b>3. Effective listening</b> 3.1) Attending to the Speech. 3.2) Understanding and Retaining Speech 3.3) Analyzing Speech 3.4) Speech feedback	
<b>4. Constructing and using visual-aids</b> 4.1) Types, Methods, Criteria and Principles 4.2) Guidelines for creating and using visual-aids	
<b>5. Principles of effective speaking</b> 5.1) Determining a speech goal 5.2) Analyzing the audience and setting 5.3) Identifying topics	
<b>6. Organizing and outlining speech</b> 6.1) Writing a thesis statement 6.2) Outlining main points 6.3) Selecting and Outlining Supporting Material 6.4) Creating the introduction and conclusion	

**7. Practising Speech Wording and Speech Delivery**

7.1) Types of Speaking

7.2) Component of Delivery: Vocal Characteristics, Articulation and Bodily Action

7.3) Conversational Style: Enthusiasm, Vocal Expressiveness, Spontaneity, Fluency and Eye Contact

**8. Principles and Practices of Informative Speaking**

8.1) Principles and methods of informing

8.2) Informative Speech Presentation

**9. Principles of Persuasive Speaking**

9.1) Principles and methods of persuasive

9.2) Persuasive Speech Presentation

**10. Ceremonial Speaking: Speeches for Special Occasions**

10.1) Welcoming Speech

10.2) Tributes

10.3) Impromptu and other ceremonials occasions speech

**11. Increasing the effectiveness of Problem Solving Discussion**

11.1) Characteristic of small group communication

11.2) Problem Solving discussion process (meeting)

11.3) Leading Problem – Solving Discussion, Presenting Speech for Symposium, Panel Discussion, Town Hall Meeting, Public Hearing.

<b>Assessment Breakdown</b>	<b>%</b>
Continuous Assessment	100.00%

<b>Details of Continuous Assessment</b>	<b>Assessment Type</b>	<b>Assessment Description</b>	<b>% of Total Mark</b>	<b>CLO</b>
	Assignment	Individual assignment - prepare outlines for speech to inform, persuasive speech and speech for special occasion.	25%	CLO2
	Assignment	Individual assignment - deliver effective speech for informative, persuasive and speech for special occasion.	45%	CLO3
	Final Test	Final test. Format - multiple-choice, true / false, and short answer.	30%	CLO1

<b>Reading List</b>	<b>Recommended Text</b>	<ul style="list-style-type: none"> <li>Rudolph, F.V., Kathleen, S.V., Sellnow D.D, 2008, <i>The Challenge of Effective Speaking.</i>, 15 Ed., Canada: Thomson Learning.</li> </ul>
	<b>Reference Book Resources</b>	<ul style="list-style-type: none"> <li>Beebe &amp; Beebe. ( 2005, <i>Public Speaking: An Audience-Centered Approach</i>, 4 Ed., , Boston: Pearson Education, Inc. [ISBN: ]</li> <li>Deanna D. Sellnow. 2005, <i>Confidence Public Speaking.</i> , 2 Ed., , Singapore: Thomson. [ISBN: ]</li> <li>DeVito, J.A. 2000, <i>The Elements of Public Speaking.</i>, 7 Ed., , New York: Longman. [ISBN: ]</li> <li>Hamilton, G. 2002, <i>Public Speaking for College and Career.</i>, 6 Ed., , Boston: McGraw Hill. [ISBN: ]</li> <li>Lucas, S.E.J. 2001, <i>The Art of Public Speaking</i>, 7 Ed., , Boston: McGraw Hill. [ISBN: ]</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