



UNIVERSITI TEKNOLOGI MARA

MPC743: PRESENTATIONAL SPEAKING AND VISUAL COMMUNICATION

Course Name (English)	PRESENTATIONAL SPEAKING AND VISUAL COMMUNICATION APPROVED				
Course Code	MPC743				
MQF Credit	3				
Course Description	This course is designed to equip students with knowledge and skills necessary to present their ideas orally and visually in a clear and effective manner. Students will learn to develop and deliver strategic presentations in a professional context. They are given the opportunity to develop their visual literacy skill, learning how to use, analyse the words and pictures in a range of media. The course culminates in a small workplace-related project that allows students to demonstrate their understanding of presentational speaking and visual communication.				
Transferable Skills	<ul style="list-style-type: none"> • Knowledge and skills of producing visual work for professional communication • Critical and analytical skills. • Visual presentation skills. • Oral presentation skills. 				
Teaching Methodologies	Lectures, Blended Learning, Case Study, Discussion, Presentation, Project-based Learning				
CLO	<p>CLO1 Compare visual works or texts displayed on printed materials or websites by applying elements of visual communication.</p> <p>CLO2 Present an analysis of visual works from various sources by applying theories of visual communication.</p> <p>CLO3 Integrate appropriate communicative skills in working in a team when analysing visual communication materials used at workplace.</p>				
Pre-Requisite Courses	No course recommendations				
Reading List	<table border="1"> <tr> <td>Recommended Text</td> <td> <ul style="list-style-type: none"> • Adler, R.B. 2019, <i>Communicating at work</i>, 12th ed. Ed., McGraw-Hill Education New York • Berger, A.A 2012, <i>Seeing is believing: An introduction to visual communication</i>, Mayfield Publishing Co Mountain View, Calif • Bergstrom, B. 2008, <i>Essentials of visual communication</i>, Laurence King Publishing Ltd London • Dodd, C.H. 2012, <i>Managing business and professional communication</i>, 3rd. ed. Ed., Pearson Education. Boston </td> </tr> <tr> <td>Reference Book Resources</td> <td> <ul style="list-style-type: none"> • Baldwin, J. & Lucienne, R 2006, <i>Visual Communication: From theory to practice.</i>, Lausanne AVA • DiSanza, J.R. & Legge N.J. 2003, <i>Business and professional communication: Plans, processes and performance</i>, 2nd. Ed Ed., Pearson Education Boston • Goodall, H.L. & Goodall, S. 2006, <i>Communicating in professional contexts: Skills, ethics and technologies</i>, 2nd. ed. Ed., Thomson Wadsworth Toronto • Goodall, H.L., Goodall, S. & Schiefelbein, J. 2010, <i>Business and professional communication in the global workplace.</i>, 3rd. ed Ed., Wadsworth Boston • Heller, R. 2003, <i>High impact speeches: How to create and deliver words that move minds</i>, Pearson Education Limited. London </td> </tr> </table>	Recommended Text	<ul style="list-style-type: none"> • Adler, R.B. 2019, <i>Communicating at work</i>, 12th ed. Ed., McGraw-Hill Education New York • Berger, A.A 2012, <i>Seeing is believing: An introduction to visual communication</i>, Mayfield Publishing Co Mountain View, Calif • Bergstrom, B. 2008, <i>Essentials of visual communication</i>, Laurence King Publishing Ltd London • Dodd, C.H. 2012, <i>Managing business and professional communication</i>, 3rd. ed. Ed., Pearson Education. Boston 	Reference Book Resources	<ul style="list-style-type: none"> • Baldwin, J. & Lucienne, R 2006, <i>Visual Communication: From theory to practice.</i>, Lausanne AVA • DiSanza, J.R. & Legge N.J. 2003, <i>Business and professional communication: Plans, processes and performance</i>, 2nd. Ed Ed., Pearson Education Boston • Goodall, H.L. & Goodall, S. 2006, <i>Communicating in professional contexts: Skills, ethics and technologies</i>, 2nd. ed. Ed., Thomson Wadsworth Toronto • Goodall, H.L., Goodall, S. & Schiefelbein, J. 2010, <i>Business and professional communication in the global workplace.</i>, 3rd. ed Ed., Wadsworth Boston • Heller, R. 2003, <i>High impact speeches: How to create and deliver words that move minds</i>, Pearson Education Limited. London
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	<ul style="list-style-type: none"> • Jamieson, G. H. 2007, <i>Visual communication: More than meets the eye.</i>, Bristol Intellect Books. • Lester, P.M. 2012, <i>Visual communication with messages</i>, 6th ed. Ed., Wasworth Boston, MA • Osborn, M. & Osborn, S. 2006, <i>Public speaking</i>, 7th ed. Ed., Houghton Mifflin. Boston • Sellnow, D.D. 2003, <i>Public speaking: A process approach. Media edition.</i>, Thomson Wadsworth Belmont • Smith, K. L., Moriarty, S., Kenney, K. & Barbatsis, G. (eds.). 2011, <i>Handbook of Visual Communication: Theory, Methods, and Media.</i>, Routledge New York
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources