Department of Communication
Subject Syllabus

Subject Code : IKB02

Subject Title : Public Speaking & Presentation Skill

Subject Specification : For students in Communication & Business Faculty

Subject Overview : The subject's only goal is to equip the student studying Public Relations with the ability to speak in public. The function of public speaking is the ability to deliver information and persuade the audience is important in creating the relationship with the public in "Public Relation". Therefore, this subject is inherently important due to its contribution to the students later on in the application of public speaking in their professional practice. The course starts from the basic principle of communication and ends at the use of visual graphics in presenting ideas to the audience.

Course Objectives :

By the end of the course, the students are expected to:

1. To have the ability to deliver a memorable business speech and presentation
2. To have the ability to deliver an impromptu speech
3. To demonstrate the knowledge in identifying the different channels in personal communication and the ability to use them according to their function accordingly
4. To demonstrate an understanding about business manners and professional attitude and reflect them accordingly in the workplace.

Course Method : The course consists of lectures, assignments, and exercises. It is expected that every student will regularly attend classes and participate in practicing their public speaking skills. A workbook accompanies the course but the experiences from the lecturer are the main source of knowledge in this subject. A presentation from a guest lecturer will be one of the activities during the semester in facilitating students with business and professional speaking applications in the workplace.

Learning Outcome (Competence) :

1. Knowledge
   - Understanding of rhetorical strategies: Students will learn about different persuasive techniques, such as ethos, pathos, and logos, and how they are used in communication.

- Knowledge of effective communication structures: They will understand the components of a well-structured speech or presentation, including introduction, body, and conclusion.
- Familiarity with communication theories: Students may learn about theories such as social judgment theory or elaboration likelihood model, which explain how audiences process persuasive messages.

2. Skills
   - Public speaking proficiency: Through practice and feedback, students can develop the ability to speak confidently and persuasively in front of an audience.
   - Critical thinking skills: They will learn to analyze arguments, identify logical fallacies, and evaluate evidence to construct persuasive messages.
   - Active listening: Effective communication involves not just speaking, but also listening attentively to others. Students may develop skills in active listening, empathy, and understanding diverse perspectives.
   - Adaptability: Students may learn to adapt their communication style to different audiences and contexts, whether it's a formal presentation, a debate, or a casual conversation.

3. Attitudes:
   - Confidence: Overcoming the fear of public speaking and gaining confidence in their ability to communicate effectively.
   - Respect for diverse viewpoints: Encouraging an attitude of openness and respect for differing opinions, even when advocating for a specific position.
   - Ethical communication: Fostering an understanding of the ethical responsibilities of persuasive communicators, including honesty, transparency, and respect for audience autonomy.

Course content :

Week	Topic
1	Chapter 1: Basic Principle of Communication
2	Chapter 2: Choice of Communication
3	Chapter 3: The Ethics of Using Communication Techniques
4	Chapter 4: What is Effective Communication?
5	Chapter 5: Business Manners & Professional Attitudes
6	Chapter 6: Interview
7	Chapter 7: Motivating Yourself to Become a Better Communicator
Mid Examination	
8	Chapter 8: Polish Your Professionalism
9	Chapter 9: The Principle of Public Speaking
10	Chapter 10: Preparing The Content of The Speech, How To Make it Memorable
11	Chapter 11: Other Types of Speaking Situation
12	Chapter 12: Delivering Your Speech, Making The Presentation Works for You
13	Chapter 13: Visual Messages / Graphics for Presenter
14	
Final Examination	

Grading System :

In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

The student Grade Point Average (GPA) is organized into the following categories:
GPA of 0.00 – 1.99 = Fail
GPA of 2.00 – 2.49 = Pass
GPA of 2.50 – 2.99 = Credit
GPA of 3.00 – 3.49 = Merit
GPA of 3.50 – 4.00 = Distinction

Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	**100%**

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the above mentioned items.

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
I	**Basic Principles & Ethics of Public Speaking**	1. Basic principle regarding personal communication (Do's and Don't's) 2. Ethical responsibilities for speakers (Ethos, Pathos, Logos) 3. Exercise: Student's assessing their troubles in public speaking	Offline Lecturing, Discussion, Question & Answer
II	**Speak to Persuade**	1. How to persuade audiences 2. Organizing persuasive speeches 3. Providing a public speaking video for students to analyze the persuasive skill of a speaker	Offline Lecturing, Discussion, Question & Answer
III	**Speak with Confidence**	1. Fears of Public Speaking 2. Improving your confidence 3. How to overcome public speaking fear	Offline Lecturing, Discussion, Question & Answer
IV	**Preparing Your Speech**	1. Making an outline to write a speech script. 2. Organizing a speech script 3. Discussing about Speech Delivery Styles	Offline Lecturing, Discussion, Question & Answer
V	**Building Your Speech**	1. How to select your topic 2. Determining a general purpose of the speech 3. Determining a general idea of the speech 4. Arranging the structure of the speech	Offline Lecturing, Discussion, Question & Answer
VI	**Delivering Your Speech**	1. Verbal and Non-verbal Delivery 2. Barriers to Effective Learning	Offline Lecturing, Discussion, Question & Answer
VII	**Review**	1. Review all materials	Offline Lecturing, Discussion, Question & Answer
Mid test			

IX	**Persuasive Message & Audience Decisions**	1. What is persuasive communication? 2. Persuasive Messages 3. Audience attention, sentences comprehension, schema activation, information acquisition	Offline Lecturing, Discussion, Question & Answer
X	**Improving Your Persuasive Voice & Body Language**	1. Seven deadly sins in public speaking 2. Verbal, voice, visual 3. What is personal appearance?	Offline Lecturing, Discussion, Question & Answer
XI	**Lead Your Speak to Persuade**	1. "Who Says It?": Communicator factors in persuasion 2. Discussing about Charisma (Authority, credibility, social attractiveness)	Offline Lecturing, Discussion, Question & Answer
XII	**Persuasion in the Digital Era**	1. New persuasion era: Digital & Online Influence	Offline Lecturing, Discussion, Question & Answer
XIII	**The Elaboration Likelihood Model (ELM) of Persuasion**	1. Discussing about ELM in persuasive communication 2. Persuasion Tips	Offline Lecturing, Discussion, Question & Answer
XIV	**The Heuristic Systematic Model (HSM) of Persuasion**	1. Discussing about HSM in persuasive communication	Offline Lecturing, Discussion, Question & Answer
XV	**Review for Final**		Discussion, Question & Answer
Final test			

Guest lecturer **:** to be announced

Midterm Paper Guideline **:** Individual oral test

Final Assessment Guideline **:** Group presentation

References **:**

- Public Relations Writing and Media Techniques (7 th edition), Dennis L Wilcox and Bryan H. Reber.
- Strategic Writing : Media Writing for Public Relations, Advertising, Sales and Marketing, and Business Communication (3 rd edition), Charles Marsh, David W. Guth and Bonnie Poovey Short.

- Managing Online Reputation, How To Protect Your Company on Social Media, Charlie Pownall (2015).
- Global Writing for Public Relations: Connecting in English with Stakeholders and Public Worlwide (2015).
- Wise, K. (2005). The importance of writing skills. *Public Relations Quarterly*, *50*(2), 37.
- Woloshin, S., & Schwartz, L. M. (2002). Press releases: translating research into news. *Jama*, *287*(21), 2856-2858.
- Maat, H. P. (2007). How promotional language in press releases is dealt with by journalists: Genre mixing or genre conflict?. *The Journal of Business Communication (1973)*, *44*(1), 59-95.

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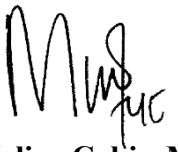
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