

Course Title : Public Speaking

Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab (hours/week)	Credits	ECTS
COM 304	B	6	3	0	0	3.00	6
Lecturer and Office Hours			Ramadan Cipuri, PhD				
Teaching Assistant and Office Hours							
Language			Albanian				
Course Level			Bachelor				
Description			Throughout human history people have used public speaking as a vital means of communication. Public speaking is a way of making public the ideas, the sharing of these ideas with other people and a manner of influencing individuals. In this course we will talk about the art of public speaking and analyzing all factors affecting the preparation and maintenance of a good speech to the public. To be effective, for such a communication we must know all the elements involved in such an interaction. Audience analysis, preliminary research, choice of topics, the drafting of the speech in a structured way, obedience are some of the issues we will address together.				
Objectives			At the end of this course, the student will be familiar with the presentation of a well prepared presentation, appropriate to the respective situation. To do this, we will focus on several aspects such as: How can we be ethical speakers and listeners? Identifying the central elements to a logical and well-organized message; Identification and introduction of various kinds of lectures etc..				

Course Outline

Week	Topics
1	Introduction to public speaking; The tradition of public speaking; Similarities between Public Speaking and conversation; Public Speaking and critical thinking
2	Analyzing the audience; The psychology of Audiences; Demographic Audience analysis; Situational audience analysis; Getting information about the audience
3	Selecting a topic and a purpose; Choosing a topic; Determining of general and specific purpose; Phrasing the central idea
4	Ethics and Public Speaking; The importance of ethics; Guidelines for Ethical Speaking; Plagiarism; Guidelines for ethical listening; Listening and critical thinking; Causes for poor listening
5	Gathering materials; Using your own knowledge and experience; Doing library research; Searching the internet; Interviewing; Tips for doing research
6	Organizing the body of the speech; Main points; Supporting materials; Connectives
7	Beginning and ending the speech; The introduction; The conclusion; Outlining the speech; The preparation outline; The speaking outline
8	Using language; Meanings of words; Using language accurately; Using language vividly
9	Delivery; Methods of delivery; The speaker's voice; The speaker's body
10	Using virtual aids; Kinds of visual aids; Using Power Point
11	Types of speeches; Speaking to inform; Speaking to persuade
12	Methods of persuasion; Building credibility; Using evidence; Reasoning; Appealing to emotions
13	Speaking on special occasions; Speeches of introduction; Speeches of presentations; Speeches of acceptance; Commemorative speeches
14	Speaking in small groups; What is a small group? Leadership and responsibilities in a small group; The reflective - thinking method; Presenting the recommendations of the group
15	Review; Students presentations

16	Final Exam		
Prerequisites			
Textbook			
<ul style="list-style-type: none"> • Lucas E., Stephen; Arti i të folurit në publik, UET Press, Tirana, 2011 • Vehbiu, Ardian; Shqipja totalitare - Tipare të ligjërit publik në Shqipërinë e viteve 1945-1990; Botimet Çabej; Tirana 2007 			
Other References			
<ul style="list-style-type: none"> • Sprague, Jo; Stuart, Douglas; The speaker's compact handbook; Wadsworth Centage Learning, 2010 • Public Speakşng and presentations; The MC-Graw - Hill Companies; 2010 			
Laboratory Work			
Computer Usage			
Other			
Learning Outcomes and Competences			
1	Students will gain knowledge on the occurrence of a well-argued and well-presented lecture, appropriate to the situation concerned.		
2	Students will develop critical thinking on the perception of the message distributed and analyzing the audience before and after the public speech		
3	Students will be able to identify the central elements to a logical message		
Course Evaluation Methods			
In-term studies		Quantity	Percentage
Midterms		0	0
Quizzes		0	0
Projects		1	20
Term Projects		1	20
Laboratory		0	0
Attendance		1	20
Contribution of in-term studies to overall grade			60
Contribution of final examination to overall grade			40
Total			100
ECTS (Allocated Based on Student) Workload			
Activities	Quantity	Duration (hours)	Total Workload (hours)
Course Duration (Including the exam week : 16 x Total course hours)	16	3	48
Hours for off-the-classroom study (Pre-study, practice)	14	2	28
Assignments	2	30	60
Midterms	0	0	0
Final examination	1	15	15
Other	0	0	0
Total Work Load			151
Total Work Load / 25 (hours)			6,04
ECTS			6