

## 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
<b>Lecturer and Office Hours</b>			Ramadan Cipuri, PhD				
<b>Teaching Assistant and Office Hours</b>							
<b>Language</b>			Albanian				
<b>Course Level</b>			Bachelor				
<b>Description</b>			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.				
<b>Objectives</b>			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

<b>16</b>	Final Exam		
<b>Prerequisites</b>			
<b>Textbook</b>			
<ul style="list-style-type: none"> <li>• Lucas E., Stephen; Arti i të folurit në publik, UET Press, Tirana, 2011</li> <li>• Vehbiu, Ardian; Shqipja totalitare - Tipare të ligjërit publik në Shqipërinë e viteve 1945-1990; Botimet Çabej; Tirana 2007</li> </ul>			
<b>Other References</b>			
<ul style="list-style-type: none"> <li>• Sprague, Jo; Stuart, Douglas; The speaker's compact handbook; Wadsworth Centage Learning, 2010</li> <li>• Public Speakşng and presentations; The MC-Graw - Hill Companies; 2010</li> </ul>			
<b>Laboratory Work</b>			
<b>Computer Usage</b>			
<b>Other</b>			
<b>Learning Outcomes and Competences</b>			
<b>1</b>	Students will gain knowledge on the occurrence of a well-argued and well-presented lecture, appropriate to the situation concerned.		
<b>2</b>	Students will develop critical thinking on the perception of the message distributed and analyzing the audience before and after the public speech		
<b>3</b>	Students will be able to identify the central elements to a logical message		
<b>Course Evaluation Methods</b>			
<b>In-term studies</b>		<b>Quantity</b>	<b>Percentage</b>
Midterms		1	40
Quizzes		0	0
Projects		0	0
Term Projects		0	0
Laboratory		0	0
Attendance		0	0
<b>Contribution of in-term studies to overall grade</b>			<b>40</b>
<b>Contribution of final examination to overall grade</b>			<b>60</b>
<b>Total</b>			100
<b>ECTS (Allocated Based on Student) Workload</b>			
<b>Activities</b>	<b>Quantity</b>	<b>Duration (hours)</b>	<b>Total Workload (hours)</b>
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	0	0	0
Midterms	1	30	30
Final examination	1	45	45
Other	0	0	0
<b>Total Work Load</b>			<b>151</b>
<b>Total Work Load / 25 (hours)</b>			<b>6,04</b>
<b>ECTS</b>			<b>6</b>