



Course: COM 1301 Public Speaking

Instructor: Mohamed El Kandoussi

E-mail: m.elkandoussi@au.ma

Course Objectives

The focus of the course is to develop public speaking and group discussion skills. Students will engage in a number of public speaking activities designed to promote competency in the delivery of speeches, organization of ideas, methods of argumentation, utilization of supporting materials, selection of language, and use of narratives. Students will work in small groups and teams to do research, presentations, and interactive role plays.

Intended Learning Outcomes

After completing this course, you should be able to:

- Understand the crucial role that communication enjoys in today's global world.
 - Boost your confidence and self-esteem as you address your classmates on a variety of topics and genres mainly narrating, informing and persuading.
 - Enhance your delivery skills by paying meticulous attention to both verbal and non-verbal aspects of the speech.
 - Understand that public speaking is an integrational approach that involves several stages, mainly brainstorming, outlining, drafting, redrafting, proof-reading and rehearsing.
 - Realize that public speaking entails abiding by a set of ethical standards that safeguard against any potential manipulation of your audience.
 - Develop your critical thinking capacities as you listen to or talk to your audience.
 - Learn to meet deadlines and develop team-spirit as you prepare and research your topics.
 - Use visual aids and technological devices effectively and appropriately.
-

Course Teaching Material

The Art of Public Speaking

Stephen E. Lucas. 11th Ed. (Available on the Syllabus page in canvas LMS)



COURSE EVALUATION COMPONENTS

COURSE COMPONENT	WEIGHTING
Attendance and participation	10%
Assignments	10%
Quizzes	10%
Speech preparation (Journals/notes/drafts)	10%
Memorable Experience/ event Speech	10%
Informative Speech	15%
Persuasive Speech	20%
Small group speech	15%
TOTAL	100%

COURSE SYLLABUS

WEEKS	MAIN IN-CLASS TASKS AND ACTIVITIES	READINGS/ASSIGNMENTS
WEEK 1 January 19 - 20	<ul style="list-style-type: none"> - Course introduction and general Policies. - The Speech communication process. 	-Preparing self-introduction Speeches (Ungraded)
WEEK 2 January 23 - 27	<ul style="list-style-type: none"> - Removing misconceptions and dealing with nerves. -Delivery of self-introduction speeches (ungraded). Speech 1: Most memorable experience/event. (3-4 minutes). - Narrative speech: Structure and key features. - Brainstorming and researching for speech 1. 	<ul style="list-style-type: none"> - <i>The Art of Public Speaking:</i> (Chapter 1 & chapter 2). - Brainstorming and researching your speech topic.
WEEK 3 January 30 - Feb. 3	<ul style="list-style-type: none"> - Outlining your speech: Major Organizational structures. - Peer-editing outlines and drafting your speech. -Redrafting your speech: Peer editing and proof-reading. 	<ul style="list-style-type: none"> -<i>The Art of Public Speaking:</i> (Chapter 11) <i>Outlining your Speech.</i> -Redrafting your speech and incorporating feedback.
WEEK 4 February 6 - 10	<ul style="list-style-type: none"> - In-class rehearsal: feedback on delivery. - Criteria of evaluation: A standard grading sheet. -Submission of final digital and hard copy of speech. -Memorable experience/event speech delivery due (Feb.10). 	<ul style="list-style-type: none"> - <i>The Art of Public Speaking:</i> (Chapter 3) <i>Listening.</i> - Turning in the speech script (Soft & hard copies).
WEEK 5 February 13 - 17	<ul style="list-style-type: none"> - On becoming a good listener: Discussion of chapter 3. -Speech 2: Informative Speech (6 to 8 minutes). - Informative Speaking: Goals, types, and guidelines. - Model Speeches: Scripts and TED Talk videos Analysis. - Choosing and researching your topic. 	<ul style="list-style-type: none"> <i>The Art of Public Speaking:</i> (Chapter 15) <i>Speaking to inform.</i> - TED Speech Analysis - Selecting a topic and outlining your speech.

<p>WEEK 6 February 20 - 24</p>	<ul style="list-style-type: none"> -Opening and closing your speech: Overview and tips. - Peer editing of outlines. -Organizing the Body of Your Speech draft. - Redrafting your essay: Focus on coherence and clarity (Peer editing and feedback). 	<p><i>The Art of Public Speaking:</i> (Chapter 10) <i>Beginning and Ending the Speech.</i></p> <ul style="list-style-type: none"> - Turning in the speech final outline.
<p>WEEK 7 February 27-March 3</p>	<ul style="list-style-type: none"> -Discussion of assignment. -Proof-reading your speech script for errors (Checklist). -Asking and reacting to questions: General guidelines. -In-class rehearsal: Getting ready for the delivery day. -Informative Speech delivery due (March 3) 	<p><i>The Art of Public Speaking:</i> (Chapter 13) <i>Delivery.</i></p> <ul style="list-style-type: none"> - Turning in the speech final script and reference list (Soft & hard copies).
<p>WEEK 8 March 13-17</p>	<ul style="list-style-type: none"> -Speech 3: Persuasive Speech (6 to 8 minutes). -Persuasive Speaking: Key insights and procedures. - Analysing model persuasive speeches (videos and scripts). - The strategy and structure of persuasion. - Brainstorming, selecting, and researching your topic. 	<p><i>-The Art of Public Speaking:</i> (Chapter 16) <i>Speaking to Persuade.</i></p> <ul style="list-style-type: none"> -TED Speech Analysis. - Choosing a topic and outlining your speech.
<p>WEEK 9 March 20-24</p>	<ul style="list-style-type: none"> -Outlining your speech: Peer-editing. -Logical fallacies: Review, extension, and practice. -Drafting your speech: Peer editing for organisational pattern. (Checklist). 	<p><i>The Art of Public Speaking:</i> (Chapter 17) <i>Methods of persuasion.</i></p> <ul style="list-style-type: none"> -Turning in the final Speech outline.
<p>WEEK 10 March 27-31</p>	<ul style="list-style-type: none"> - Redrafting your essay: Peer editing and discussion. - Focus on rhetorical completeness (claims, concession and refutation etc). - Starting and closing your persuasive speech. - Enhancing your delivery: Analysing model TED Talks. 	<p><i>The Art of Public Speaking.</i> (Chapter 6). <i>Analysing Your Audience.</i></p>
<p>WEEK 11 April 3-7</p>	<ul style="list-style-type: none"> -Proof-reading your speech transcript for errors.(Check-list) -Reacting to audience questions: Rules of thumb. -In-class rehearsal: Focussed feedback. -Persuasive Speech delivery due (April 7) 	<p><i>-The Art of Public Speaking:</i> (Chapter 12) <i>Using Language.</i></p> <ul style="list-style-type: none"> - Turning in the final speech script and references list (Soft & hard copies).
<p>WEEK 12 April 10-14</p>	<ul style="list-style-type: none"> -Speech 4: Small group Speech. (10 to15 minutes). -Small group speech/presentation: Theoretical insights. - Sample speeches: TED Talk Analysis. - Choosing and researching topics. -Outlining your speech. 	<p><i>The Art of Public Speaking:</i> (Chapter 19) <i>Speaking in Small Groups.</i></p> <ul style="list-style-type: none"> -TED Talk speech Analysis. - Outlining your speech.
<p>WEEK 13 April 17-21</p>	<ul style="list-style-type: none"> - Discussion of assignment: Using visual aids effectively. - Giving a power point presentation: Essential dos & don'ts. - Drafting your speech/presentation: Peer editing. 	<p><i>- The Art of Public Speaking:</i> (Chapter 14) <i>Using Visual Aids.</i></p> <ul style="list-style-type: none"> - Turning in your final outline.
<p>WEEK 14 April 24-28</p>	<ul style="list-style-type: none"> -Organizing the body of your speech: Peer editing. - Redrafting your presentation: Focus on coherence and clarity (checklist). -Preparing and designing your slides: General guidelines. 	<p><i>-The Art of Public Speaking:</i> (Chapter 8) <i>Supporting Your Ideas.</i></p> <ul style="list-style-type: none"> -Turning in your major references.
<p>WEEK 15 May 2-5</p>	<ul style="list-style-type: none"> -Editing and proof-reading your slides. -Handling audience questions successfully. -In-class rehearsal: Focus on turn taking techniques. -Small Group Speech delivery due. 	<p><i>-The Art of Public Speaking.</i> (Review of chapter summaries).</p> <ul style="list-style-type: none"> - Turning in the final ppt presentation version.
<p>WEEK 16 May 8-9</p>	<ul style="list-style-type: none"> -General Review of key theoretical public speaking concepts, principles, and guidelines. -Self-appraisal of overall performance: Strengths and avenues for improvements. 	<ul style="list-style-type: none"> - Self-reflection on your overall performances (A short essay).