**JCO 4110 THE ART OF PUBLIC SPEAKING**

**COURSE NAME: THE ART OF PUBLIC SPEAKING COURSE CODE: JCO 4110**

**CREDIT UNITS: 4**

**CONTACT HOURS: 60**

**TYPE OF COURSE: CORE**

**Course Description:**

The Art of Public Speaking develops a wide variety of communication skills from the ability to analyze an audience to the technique of voice projection. The student learns to prepare and deliver winning informative, persuasive, and entertaining speeches. The public speaker is exposed to the uses of audience analysis, relevant content, persuasive appeals, attention getting methods, and clear thinking. There is emphasis on successful delivery. The number one benefit in this course is the growth of confidence. The Art of Public Speaking is a skill- centered course and will focus on preparing and delivering different types of speeches. The ability to speak with both clarity and power will enhance the student’s talents as a writer. The three Areas of focus are knowledge, synthesis, and performance. This is a must course for those who aspire to become world class leaders.

**Course Objectives:**

1. To prepare students to deliver different types of speeches effectively.

2. To enable students speak with clarity and power.

**Course Outline:**

1. The impromptu speech

2. The speech of introduction - introduce yourself

3. The speech of introduction - introduce another person

4. The informative speech

5. The attention-getting introduction

6. The argumentative or persuasive speech

7. The special occasion speech

8. Evaluation of a well known speaker

9. Evaluation of a television personality

10. Oral critiques of speeches in class

**Learning Outcomes:**

1. Gain confidence as a public speaker.

2. Develop an understanding of audience analysis.

3. Prepare successful messages.

4. Develop effective delivery.

5. Acquire a full range of communication skills.

6. Become more persuasive and assertive.

**Methods of Teaching/Delivery:**

• Lecture

• In-class speeches

• Field experience – speeches outside the classroom

• Reading assignments and reactions

• Demonstrations

• Public speaking competition

**Method of Assessment:**

• At least eight assignments will be progressively assessed and will contribute 100% of the grade.

**Readings/Reference Materials/Learning Resources:**

• Carnegie, D. (1977). The Quick and Easy Way to Effective Speaking.

Pocket Books.

• Gronbeck, McKerrow, Ehninger, Monroe (1994). Principles of Speech

Communication. Harbor Collins.

• Vital Speeches of the Day is a good site for entire speeches at:

[www.vsotd.com](http://www.vsotd.com/)

• [www.ehow.com/articles\_3152public-speaking](http://www.ehow.com/articles_3152public-speaking)

• [www.en.wikipedia.org/wiki/Public-Speaking](http://www.en.wikipedia.org/wiki/Public-Speaking)

• [www.speaking-tip.com](http://www.speaking-tip.com/)