Course	Public Speaking
Modules	1
ects (cfu)	6
hours	36
year running	2023/2024
semester	1st
lecturer	Roberto Manzi
e-mail	r.manzi@unilink.it
consultation time	After class or by appointment previously arranged by e-mail

LEARNING AND SKILLS OUTCOMES

The course aims to provide students with the concrete ability to hold a speech in public in the correct way, putting into practice the rules learned during the course. At the end of the course, students have to:

1. **KNOWLEDGE AND UNDERSTANDING**: *know and understand the main rules to organize a public speech with respect to the form and the content of a formal speech;*
2. **APPLIED KNOWLEDGE AND UNDERSTANDING**: *apply the theoretical notions in different contexts, being able to recognize the difference between an informative and a persuasive speech;*
3. **MAKING JUDGEMENTS**: *make critical judgements about the credibility of professional speakers. The students have to know the importance of being audience before being speakers;*
4. **COMMUNICATION SKILLS**: *improve and correctly use specialistic language regardind public speaking skills;*
5. **LEARNING SKILL**: *learn the main elements that characterize verbal, non-verbal, and paraverbal communication.*

PRE-REQUISITE QUALIFICATIONS
None.

COURSE DETAILED CONTENTS
The detailed contents of the course are

- Definition of Public Speaking and the importance of "empathy"
- The parts of Public Speaking: Speech, Speaker and Audience
- Persuasive speech and informative speech
- Form and content of a speech
- The phases of the "preparation" and "structure" of a speech
- "Opening", "body" and "closing" of speech
- Qualities to have and mistakes to avoid for a good speaker
- The audience and its listening.
- Theory of communicative effectiveness: the Mehrabian diagram
- Verbal communication
- Non-verbal communication: eye contact, gestures, posture, movements and proxemics
- Para-verbal communication: the "non words", the pauses, tone and volume of voice.

TEACHING METHODS
Frontal lesson, tutorial or guided practice, cooperative learning, experential learning cicles.

TEACHING MATERIALS

Students are required to prepare for the examination by integrating the teaching materials discussed during the in-class lectures with the following compulsory textbook:

D. Carnegie, *How to Develop Self-Confidence and Influence People by Public Speaking*, Ebury Publishing 1990

FINAL EXAM

For students attending the course there will be continuous questions and a midterm test during the course to allow them to assimilate all the theoretical aspects of Public Speaking and the final exam will consist in a four minutes professional speech that will be exposed following the criteria and rules learned. For non-attending students, the exam will consist of an oral part with questions relating to the course program and another part which also for them will consist of a professional four minutes public speech following the correct rules of Public Speaking.

ASSESSMENT METHODS

Assessment methods concern:
1. **KNOWLEDGE AND UNDERSTANDING** *of the main rules to organize a public speech with respect to the form and the content of a formal speech;*
2. **APPLIED KNOWLEDGE AND UNDERSTANDING** *of the theoretical notions in different contexts and the ability to recognize the difference between an informative and a persuasive speech;*
3. **MAKING JUDGEMENTS** *about the credibility of professional speakers and the importance of being audience before being speakers;*
4. **COMMUNICATION SKILLS** *concerning the use of specialistic language and public speaking skills*
5. **LEARNING SKILL** *concerning the main elements that characterize verbal, non-verbal, and paraverbal communication.*

MARKING CRITERIA

The assessment will take into account the following criteria:

- 30 and 30 cum laude: excellent, complete, and adequate knowledge with a organic vision of the course contents and a great use of a proper specific language. The public speech is impressive.
- 27-29: very good on the whole knowledge, clear ideas and appropriate language. The public speech is convincing.
- 24-26: good on the whole knowledge although some conceptual and linguistic inaccuracies. The public speech is correct.
- 21-23: fair on the fundemental knowledge although frequent conceptual and linguistic inaccuracies. The public speech is quite correct.
- 18-20: sufficient, knowledge only of the fundamental and general aspects of the course, that allow a very basic public speech.
- Under 18: insufficient, failure to achieve the minimum intended learning outcomes.

FINAL RECOMMENDATIONS
For any clarification please contact the lecturer at r.manzi@unilink.it