

SUBJECT

PUBLIC SPEAKING

SSD (Settore Scientifico-Disciplinare)

L-LIN/01

PROFESSOR

ROBERT MOSCALIUC, PH.D.

OBJECTIVES

The course aims to provide a comprehensive and practical understanding of public speaking, starting with the importance of public communication and its key elements. Students will learn to identify and analyze the audience, customizing the speech according to various contexts and purposes. Emphasis will be placed on the research and effective organization of content. Furthermore, the course will address the importance of language and style, encouraging the use of rhetoric and its figures. A crucial role will be attributed to non-verbal communication, such as body language, facial expressions, gestures, and vocal variety, all essential elements to reinforce the verbal message. Students will acquire skills in the use of visual and auditory aids, such as PowerPoint, handouts, and props, learning the design principles to create effective supports. Strategies will also be provided to overcome the fear of public speaking and to handle challenging situations. The course will also focus on persuasive speech techniques, including the implementation of logos, ethos, and pathos, and the development of a strong call to action. Special attention will be given to review and practice, through rehearsals, constructive feedback, self-assessment, and review of one's own speeches. Finally, the course will cover the preparation and presentation of speeches for special occasions, considering cultural sensitivities, and will conclude with a written exam.

CONTENTS

- Importance of Public Speaking: A fundamental skill across various professional, academic, and personal contexts.
- Elements of Effective Public Speaking: Identification of the key factors that make a speech effective.
- Identifying the Audience: Understanding who the listeners are and how this affects the speech.
- The Importance of Context: Analysis of how context impacts the preparation and presentation of a speech.
- Types of Speeches: Informative, Persuasive, Ceremonial.
- Sourcing Information: Strategies for finding reliable data and information.
- Citing Sources: How and why it's important to cite sources in public speaking.
- Organizing the Body of the Speech: Structuring content to maximize effectiveness.
- Creating an Engaging Introduction: Techniques for capturing the audience's attention from the beginning.
- Crafting a Memorable Conclusion: Strategies for leaving a lasting impression.
- Utilizing Transitions: Connecting parts of the speech in a smooth and logical manner.
- The Role of Rhetoric: Using rhetorical techniques to strengthen the argument.
- Figures of Speech and Literary Devices: Using linguistic elements to enrich the speech.
- Style and Tone: Choosing the right style and tone for the context and audience.
- Importance of Body Language: The role of posture, gestures, and facial

expressions.

- Facial Expressions and Gestures: How to use them effectively to communicate.
- Vocal Variety and Pauses: Modulating the voice and using pauses to enhance the speech.
- Visual Aids: PowerPoint, handouts, props.
- Auditory Aids: Music, sound effects.
- Design Principles for Effective Aids: Creating support materials that improve the presentation.
- Managing Stage Fright: Techniques to control nervousness and improve performance.
- Logos, Ethos, Pathos: Fundamental elements of persuasion.
- The Art of Persuasion: Techniques for convincing and influencing the audience.
- Call to Action: Encouraging the audience to act.
- Importance of Rehearsal: Practice as a key to success.
- Peer Reviews: The value of constructive feedback.
- Recording and Self-Evaluation: Using recordings to improve one's performance.
- Eulogies, Toasts, Acceptance Speeches: Adapting the speech for special occasions.
- Cultural Considerations: Recognizing and respecting cultural diversity in public speaking.

EVALUATION

Final exam	<input checked="" type="checkbox"/>	Continuous assessment	<input checked="" type="checkbox"/>
Type of test:			
WRITTEN	<input checked="" type="checkbox"/>	ORAL	<input type="checkbox"/>

BIBLIOGRAPHY

Author	Carmine Gallo
Title	Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds
Publisher	St. Martin's Press
Published in	2014

Author	Stephen Lucas
Title	The Art of Public Speaking (11th Edition)
Publisher	McGraw-Hill Education
Published in	2011

Author	Jay Heinrichs
Title	Thank You for Arguing, Fourth Edition (Revised and Updated): What Aristotle, Lincoln, and Homer Simpson Can Teach Us About the Art of Persuasion
Publisher	Crown
Published in	2020

Author	Scott Berkun
Title	Confessions of a Public Speaker
Publisher	Oreilly Media
Published in	2011

Author	James C. Hume
Title	Speak Like Churchill, Stand Like Lincoln: 21 Powerful Secrets of History's Greatest Speakers
Publisher	Crown
Published in	2002