

## Master of Arts in Communication Management

# Public Speaking and Presentation Skills

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## Course description

This course provides students with advanced public speaking and presentation techniques through a fair split of theory and practice considering the question of public speech. During workshop sessions students will learn to structure the content of their presentation, organize ideas for maximum impact and control the basic aspects of non-verbal communication (gesture, voice, fear and posture) to successfully pronounce an oral speech. The course focuses on developing skills for projecting a confident image of one self, thinking on one's feet and working effectively with visual aids to create a stronger connection with audience with a special focus on voice education and body language. To promote students' exploration of themselves as public speakers exercises will be videotaped for presentation, analysis and feedback, providing them with real-time coaching in the practical tools necessary to create dynamic, professional presentations.

## ECTS Credits

4 ECTS

## Specific competences

- Recognize the foundations of spoken language and apply them to the design of a speech.
- Use different rhetorical resources to attract the attention of the public.
- Identify and control the basic aspects of non-verbal communication (gesture, voice, posture, fear...) to successfully deliver a public speech.
- Develop and structure effective discourses using strategies of oral communication.
- Be able to handle the voice, the prosodic and gestural resources of the language in the oral presentation expressively.
- Confront confidently a public speech, and adapt it to a determined audience.
- Evaluate speeches from a critical perspective.
- Learn the basic principles for structuring and organizing effective speeches.
- Cultivate their own speaking style while developing strengths in skillful communication with diverse audiences in a variety of situations through multiple media.
- Acquire the capacity to successfully represent themselves and their perspectives in a variety of social circumstances.
- Be able to engage in public performance in a variety of contexts.

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### Learning outcomes

- Plan and prepare speeches that inform, persuade, or fulfill the needs of a special occasion.
- Use presentation aids to enhance your speeches.
- Outline your speeches in a logical and thorough fashion.
- Conduct meaningful research on a variety of topics.
- Analyze your audience and design speeches to reflect your analysis.
- Evaluate speeches based on a variety of verbal and non-verbal criteria.
- Understand and explain the public communication process.
- Speak confidently, clearly, and fluidly
- Craft and deliver powerful, memorable messages
- Use nonverbal behaviors to modify meaning and convey emotion
- Mobilize the audience members to take action
- Confront confidently a public speech, and adapt it to a determined audience.
- Be able to hold public presentations with self-confidence, present ideas and projects more effectively in today's highly competitive business climate.
- Acquire skills in written discourses for public speech, online visual and audio performance, and face-to-face encounters with individuals and groups.

### Content

1. Rhetoric: the art of using language effectively and persuasively
2. The preparation of the speech: objectives and audience
3. Rhetorical strategies for attracting and maintaining attention and interest.
4. Writing techniques: clarity, conciseness, concreteness and brevity.
5. Basic aspects of non-verbal communication
6. The control of the body: gestures, postures and scenic fear
7. The use of voice: vocal qualities, prosody and pronunciation.
8. Use of visuals & support elements on presentations
9. On the stage: the layout and the interaction.
10. Memorization and acting.

### Method of presentation

In-class activities:

- Lectures (10 hours)
- Debates and class discussion (5 hours)
- Practical exercises and activities (10 hours)
- Tutorials (5 hours)

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Out-of-class activities:

- Personal study & work: (60 hours)

The teaching method is highly practical and participative includes combining workshops, tutorial sessions with analysis and feedback, and theory to develop criteria for a critical perspective.

### Course assessment

The evaluation includes the following elements:

- Individual speech (80% of final grade)
- Participation in class dynamics and critical perspective to evaluate others (20% of final grade)

### Course schedule

Class	Activity
1	T1
2	T2
3	T3
4	T4
5	T5
6	T5
7	T6
8	T6
9	T7
10	T8

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### Required reading

Argyle, Michael; Veronica Salter; Hilary Nicholson; Marilyn Williams & Philip Burgess (1970). *The communication of inferior and superior attitudes by verbal and non-verbal signals*. British Journal of Social & Clinical Psychology. 9 (3): 222–231.

Burgoon, J. K.; J. P. Blair & R. E. Strom (2008). *Cognitive biases and nonverbal cue availability in detecting deception*. Human communication research. Human Communication Research.

Eckman, Paul (2003) *Emotions Revealed: Recognizing Faces and Feelings to Improve Communication and Emotional Life* Times Books, ed. ilustrada, revisada de Henry Holt & Co.

Eckman, Paul (2009) *Telling Lies: Clues to Deceit in the Marketplace, Politics, and Marriage (Cómo detectar mentiras)*. Norton & Co. New York-London. 2009

Willis, J. & Todorov, A. (2006). *First impressions: Making up your mind after 100 ms exposure to a face*. Psychological Science. 17 (1): 592–598.

### Recommended reading

Sam Leith *Are You talkin' to Me. From Aristotle to Obama*. Published by Profile Books (2011).

Edward P. J. Corbett, Robert J. Connors (1998) *Classical Rhetoric for the Modern Student* Published by Oxford University Press, USA, 1998 ISBN 10: 0195115422 / ISBN 13: 9780195115420.

German, Kathleen M. (2010). *Principles of Public Speaking*. Boston: Allyn & Bacon

Gallo, Carmine (2014). *Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds*. St. Martin's Press. ISBN 978-1466837270

Ridgley, Stanley K. (2012). *The Complete Guide to Business School Presenting: What your professors don't tell you... What you absolutely must know*. Anthem Press.