

Course Name : Public Speaking							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
COM 304	C	Spring	3.00	0.00	0.00	3.00	6.00
Lecturer		Alban Tufa, Msc					
Assistant							
Course language		Albanian					
Course level		Bachelor					
Description		Throughout human history people have used public speaking as a vital means of communication. Speaking in public is a way of making ideas public; of sharing these ideas with other people and a way of influencing individuals. The course will talk about the art of public speaking and will analyze all the factors that affect the preparation and delivery of a good public speech. For such communication to be effective, the elements involved in such interaction must be well known. Audience analysis, preliminary research, topic selection, structured speech design, overcoming stage fever, and the art of persuasion are some of the issues we will address together.					
Objectives							
Core Concepts		1. Audience 2. Public 3. Speakers 4. Speech 5. Language 6. Verbal Communication 7. Nonverbal Communication					
Course Outline							
Week	Topic						
1	Presentation of the course In this week students are introduced to the syllabus, topics are discussed that will contain the whole course, assessment items, including tests, projects. Also during this lecture, students are introduced to the basic literature, support literature, tools needed during the course, as well as the necessary programs for the continuation.						
2	Introduction to the Art of Public Speaking This lecture deals with the tradition of public speaking, touching on the historick context and the way in which public speaking has evolved. The lecture further addresses the similarities and differences between public speaking and normal conversation, in addition to conversational speaking. Finally the lecture treats s of public speaking can be analyzed from the point of view of critical thinking. "The Art of Public Speaking", Stephen E. Lukas; UET Publications, 2011, pp. 19-59						
3	Audience analysis This lecture addresses the importance of focusing on the audience; audience psychology. The lecture also deals with demographic analysis of the audience, which is divided into: analysis of the audience according to the situation; analysis according to physical space. The lecture also deals with ways of obtaining information about the audience. "The Art of Public Speaking", Stephen E. Lukas; UET Publications, 2011, pp. 138-168						
4	Selecting the topic and defining the purpose This lecture explains and discusses how to choose a topic and how to divide the purpose of the topic. The choice of a topic is related to the definition of the general and specific purpose as well as to the formulation of the main idea. The lecture also explains the importance of topic selection and topic goals, both general and specific. "The Art of Public Speaking", Stephen E. Lukas; UET Publications, 2011, pp. 113-138						
5	Ethics and public speaking This lecture addresses and explains the ethics of public speaking. The importance of ethics in general speech and especially speaking in front of the public and in front of mass audiences. Further the lecture gives tips for ethical speaking with a focus on plagiarism; ethical listening tips; critical thinking. The lecture also addresses the causes of poor hearing. "The Art of Public Speaking", Stephen E. Lukas; UET Publications, 2011, pp. 59-101						

6	Gather information about speech The lecture focuses on ways and methods of collecting materials; use of personal knowledge and experiences. The lecture also analyzes research methods such as; library search; internet search; interview. The rest of the lecture deals with some research tips. "The Art of Public Speaking", Stephen E. Lukas; UET Publications, 2011, pp. 168-205
7	Introduction of public speaking speech This lecture deals with the organization of the main part of the speech and the main points that fulfill it. The lexicon also explains how to integrate supporting materials into speech. Next the lecture deals with the beginning and the end of the speech, ie how the most important parts of the speech are constructed such as; Entry; Conclusions; Sketching the speech; Sketch of preparation; Outline of speech. "The Art of Public Speaking", Stephen E. Lukas; UET Publications, 2011, pp. 238-287
8	Semi-final Exam
9	Use of language in public speaking This lecture deals with the manner and importance of using language; The meanings that words have and receive according to the contexts and tones that are said. In this sense the lecture suggests the correct and clear use of words as well as the appropriate use of language. "The Art of Public Speaking", Stephen E. Lukas; UET Publications, 2011, pp. 306-335
10	Holding a public speech This lecture analyzes how to deliver a speech, what are the methods that can give a speech. Methods of giving a speech are related to the tone and intonation of the speech, the size of the voice, the attitude of the speaker, the post and all those nonverbal elements. "The Art of Public Speaking", Stephen E. Lukas; UET Publications, 2011, pp. 336-365 "Your guide to public speaking"; Amanda Hennessey; Adams Media; New York 2019, pp. 19-27
11	Use of visual aids This lecture analyzes the importance of visual aids in public speaking. The lecture further addresses and analyzes types with visual aids such as Power Point presentations; the background; video backgrounds; auxiliary videos or photos. "The Art of Public Speaking", Stephen E. Lukas; UET Publications, 2011, pp. 366-389
12	Types of public speeches; This lecture deals with types of speeches such as speaking to inform; to speak to persuade or to speak to entertain. Further the lecture analyzes the methods of persuasion; building credibility; use of evidence; reasoning; emotional withdrawal (pathos). "The Art of Public Speaking", Stephen E. Lukas; UET Publications, 2011, pp. 412-479
13	Other types of speeches This lecture analyzes speeches for special occasions; introductory speeches; speeches delivering a public appraisal; acceptance speeches of a public appraisal; memorial speeches; post-dinner speeches "The Art of Public Speaking", Stephen E. Lukas; UET Publications, 2011, pp. 480-518
14	Informal and small group speeches This lecture analyzes speeches in small groups; What is a small group? Small group leadership and responsibilities; Methods of reflective thinking; Presentation of group opinions. The lecture also deals with online public speaking. "The Art of Public Speaking", Stephen E. Lukas; UET Publications, 2011, pp. 519-561 "The Art of Public Speaking"; Stephen E. Lukas; Paul Stob; MC Graë Hill Education, 2020, pp. 356-372
15	Presentation of final projects
16	Final Exam

Prerequisites	The student must attend the course at a minimum rate of 75%.		
Literature	• “Arti i të folurit në publik”; Stephen E. Lukas; Botimet UET, Tiranë 2011		
References	• “The Art of Public Speaking”; Stephen E. Lukas; Paul Stob; MC Graë Hill Education, 2020 • “Your guide to public speaking”; Amanda Hennessey; Adams Media; Neë York 2019 • “Principles of Public Speaking”, Kathleen German, Routlage 2021		
Course Outcome			
1	Studentët do të përvetësojnë njohuri mbi paraqitjen e një ligjërata të mirëargumentuar		
2	Studentët do të përvetësojnë njohuri mbi paraqitjen e një ligjërata të mirëprezantuar, të përshtatshme me situatën përkatëse.		
3	Studentët do të zhvillojnë mendimin kritik mbi perceptimin e mesazhit të shpërndarë dhe analizimin e audiencës para dhe pas ligjërimit publik		
4	Studentët do të jenë në gjendje të identifikojnë elementët qëndrorë për një mesazh logjik		
Course Evaluation			
In-term Studies		Quantity	Percentage
Midterms		1	30
Quizzes		0	0
Projects		1	20
Term Projects		0	0
Laboratory		0	0
Class Participation		0	0
Total in-term evaluation percent			50
Final exam percent			50
Total			100
ECTS Workload (Based on Student Workload)			
Activities	Quantity	Duration (hours)	Total (hours)
Course duration (Including the exam week: 16x Total hours of the course)	16	3	48
Study hours outside the classroom (Preparation, Practice, etc.)	14	6	84
Duties	1	0	0
Midterms	1	9	9
Final Exam	1	9	9
Other	0	0	0
Total Work Load			150
Total Work Load / 25 (hours)			6.00
ECTS			6.00