



# KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

## DEPARTMENT OF BUSINESS ADMINISTRATION

### VALUE ADDED COURSE – SYLLABUS

#### 20VBATP – TECHNIQUES OF PUBLIC SPEAKING

**Course Objective:** To enable the students to enrich communicative ability by training them on do's and don'ts of stage etiquettes and public speaking techniques to reduce nervousness and fear.

#### Paper-I- GENERAL ANALYSIS

<b>UNIT I</b>	<b>Introduction</b>	4 Hours
Introduction- Public Speaking as Communication- Public Speaking as Conversation- Ethics of Public Speaking – Goals of Public Speaking.		
<b>UNIT II</b>	<b>Public Speaking</b>	4 Hours
Benefits of Public Speaking- Problems of Public Speaking		
<b>UNIT III</b>	<b>LSRW</b>	4 Hours
LSRW in Public Speaking		
<b>UNIT IV</b>	<b>Parameters of Delivery</b>	4 Hours
Verbal Parameters of Delivery- Language – Content Non- Verbal Parameters of Delivery- Gestures- Postures- Attitude- Stage Etiquettes.		
<b>UNIT V</b>	<b>Audience Analysis</b>	4 Hours
Receptor- Audience Analysis.		
<b>Total Hours</b>		20 Hours

#### Paper-II- APPLICATIONS

<b>UNIT I</b>	<b>Types of Speech</b>	4 Hours
Types of Speech- Informative Speech, Expository Speech, Persuasive Speech, Argumentative Speech, Discussive Speech, Humorous Speech, Problem Solving Speech.		
<b>UNIT II</b>	<b>Expressions of Speech</b>	4 Hours
Expressions of Speech on Varied Occasions- Introducing Oneself and Other- Greetings, Praising and Complementing- Seeking and Giving Information- Expressing Opinions- Agreeing and Disagreeing.		
<b>UNIT III</b>	<b>Secondary Aids Usage</b>	4 Hours
Secondary Aids Usage- Audio- Visual Aids- Slides- Posters- Image.		
<b>UNIT IV</b>	<b>Career Opportunities</b>	4 Hours
Career Opportunities- Spokesperson- Professor- Speech Writer- News Anchor.		
<b>UNIT V</b>	<b>Speech Games</b>	4 Hours
Speech Games.		
<b>Total Hours</b>		20 Hours



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**20VBATP – TECHNIQUES OF PUBLIC SPEAKING**

**TEXT BOOK:**

1. How to develop self confidence and improve public speaking: Dale Carnegie.

**Reference Books:**

1. The art of public speaking: Stephen E Lucas.
2. The Quick and easy way to effective speaking: Dale Carnegie.
3. Public speaking skills: John keys.

**Course Outcome:** On Completion of this course the students will be able to

- 1) The variations in speech and delivery mechanism is presented according to the occasion will be learnt.
- 2) The formal expressions that can be used in forums are learnt.
- 3) The enhancing impacts of secondary aids handled by the user are insisted.
- 4) Futuristic aspects of career enhancement in this discipline are built.
- 5) Learning of concepts along with entertainment and audience analysis.



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