

SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE

(AUTONOMOUS)



BOARD OF STUDIES: MEDIA AND MASS COMMUNICATION

PROGRAMME: BBI

SEMESTER: IV

NOMENCLATURE OF THE COURSE: Introduction to Public Speaking

NEP Vertical: OE

Credit: 02

(As Per Choice Based Credit System (under NEP 2020) with effect from the academic year 2025-2026)



Programme	BBI
Nomenclature of the Course	Introduction to Public Speaking
Total Marks	50 Marks
Semester	IV
Academic year	2025-2026

Learning Objectives

- To understand the fundamentals of public speaking
- To adapt and apply speech delivery techniques to meet the audience expectations.

Course outcomes

- Learners will be able to present well-organized speeches with appropriate content, structure, and flow.
- Learners will be able to demonstrate confidence in verbal and non-verbal presentations in public

Unit	Course Content	Andragogy	No of Lectures
I	<p>Module 1: Fundamentals of Public Speaking</p> <ul style="list-style-type: none"> • Understanding public speaking • Importance of public speaking in personal and professional life • Objectives of public speaking • Types of Speeches – informative, persuasive, special occasion, etc. • Components of a well-organized speech: introduction, body, conclusion. • Understanding the audience and setting objectives • Overcoming Speech anxiety and confidence building 	Lectures/ AV Presentations/ Demonstrations	15
II	<p>Module 2: Delivery styles and techniques</p> <ul style="list-style-type: none"> • Methods of speech delivery - manuscript, memorized, impromptu, and extemporaneous • Use of non-verbal communication cues for effective presentation • Introduction to visual aids and their role in enhancing understanding. • Engaging the audience with storytelling, emotional appeals and anecdotes • Encouraging audience interaction • Providing and receiving constructive feedback. • Self-assessment and reflection. 	Lectures/ AV Presentations/ Demonstrations	15

SUGGESTED READINGS

1. Lucas, S. E., & Stob, P. (2020). *The art of public speaking*. McGraw-Hill.
2. Wrench, J. S., Goding, A., Johnson, D. I., & Attias, B. (2011). *Stand up, speak out: The practice and ethics of public speaking*. Flat World Knowledge, LLC.
3. Bjerregaard, M., & Compton, E. (2011). *Public speaking handbook. Snow College, Supplement for Public Speaking*.

4. Hess, J., & Pearson, J. C. (1991). Basic Public Speaking Principles: An Examination of Twelve Popular Texts.
5. Menzel, K. E., & Carrell, L. J. (1994). The relationship between preparation and performance in public speaking. *Communication Education*, 43(1), 17-26.
6. Nikitina, A. (2011). *Successful public speaking*. Bookboon.
7. Bodie, G. D. (2010). A racing heart, rattling knees, and ruminative thoughts: Defining, explaining, and treating public speaking anxiety. *Communication education*, 59(1), 70-105.

Internal Continuous Assessment (ICA) Pattern

Sr No.	Examination Method	Marks
1	Project / Assignment	10
2	Viva / Presentation	5
3	Class Participation	5
TOTAL		20

Term End Examinations (TEE)

Question Paper Pattern

Question No.	Description	Total Marks
1	A. Full Length Theory Question OR B. Full Length Theory Question	12
2	A. Full Length Theory Question OR B. Full Length Theory Question	12
3	Short Notes (Any 2 out of 3) OR Case Study	6
TOTAL		30