



THOMAS ADEWUMI UNIVERSITY, OKO, KWARA STATE

FACULTY OF MANAGEMENT AND SOCIAL SCIENCES

DEPARTMENT OF MASS COMMUNICATION

COURSE CODE:

TAU-BCJ 105

COURSE TITLE:

PUBLIC SPEAKING AND PRESENTATION

LEVEL: 100

LECTURER IN CHARGE:

MR I.A IBRAHIM

Introduction

Public speaking and presentation is an essential course designed to equip students with the skills necessary for effective communication in various contexts. Rooted in practical application, this course focuses on honing students' ability to articulate ideas confidently and persuasively to diverse audiences.

Throughout the semester, each student participates in weekly presentations as part of a group helping collaboration and mutual support among peers. These presentations are structured to progressively enhance skills such as clarity of thoughts, organization on content, vocal delivery, body language, and overall presentation style.

By the end of the course, students not only gain proficiency in developing and delivering impactful speeches but also develop resilience in handling different speaking scenarios. This practical orientation prepares them for real life situations where effective communication is crucial, be it in academic settings, professional environments or personal interactions.

peep into preparing students of this course to the realm of public speaking and presentation during the cause of their academic pursuit in Thomas Adewumi University and the world at large.

The First few weeks into the course will be taught with the aid of a power point for better understanding and references for future purposes during the course.

Module 3 and 4: UNDERSTANDING THE IMPORTANCE OF PUBLIC

SPEAKING SKILLS:

Gateway to Success: Public speaking skills are often regarded as one of the most valuable assets in both personal and professional life. Mastering this skill opens doors to numerous opportunities and career advancements.

Effective Communication: Public speaking is a fundamental aspect of effective communication. It involves not only speaking clearly but also conveying ideas persuasively, engaging the audience, and responding adeptly to feedback.

Building Confidence: Developing proficiency in public speaking enhances self-confidence and self-esteem. The ability to articulate thoughts and ideas in front of others boosts confidence levels in various aspects of life.

Influence and Leadership: Effective public speakers have the power to inspire, influence, and lead others. Whether it's rallying support for a cause, delivering motivational speeches, or leading teams, strong public speaking skills are essential for effective leadership.

Professional Advancement: In many professions, the ability to communicate effectively in public settings is highly valued. From pitching ideas to clients and stakeholders to delivering presentations at conferences, strong public speaking skills can significantly contribute to professional success.

OVERCOMING STAGE FRIGHT AND ANXIETY:

Acknowledge and Accept: It's normal to feel nervous before speaking in public. Acknowledge these feelings rather than trying to suppress them. Remember that even experienced speakers experience nerves.

Preparation is Key: Thorough preparation can help alleviate anxiety. Practice your speech multiple times, familiarize yourself with the content, and anticipate potential questions or challenges. Visualization and

Relaxation Techniques: Visualize yourself delivering a successful speech. Practice relaxation techniques such as deep breathing, meditation, or progressive muscle relaxation to calm your nerves before speaking.

Start Small: Gradually expose yourself to public speaking situations. Begin with smaller, less intimidating settings such as speaking in front of friends or family before gradually progressing to larger audiences.

Positive Self-Talk: Replace negative thoughts with positive affirmations. Remind yourself of your strengths and past successes. Focus on the message you want to convey rather than dwelling on fear.

Introduction to Basic Communication Principles:

Clear and Concise Messaging: Effective communication involves conveying messages clearly and concisely. Avoid jargon or overly complex language that may confuse the audience.

Active Listening: Communication is a two-way process. Active listening involves not only hearing what others say but also understanding their perspective, showing empathy, and responding appropriately.

Nonverbal Communication: Nonverbal cues such as body language, facial expressions, and gestures play a crucial role in communication. Pay attention to your nonverbal cues and ensure they align with your verbal message.

Feedback and Adaptation: Effective communication involves receiving and providing feedback. Be open to feedback from others and be willing to adapt your communication style based on the needs and preferences of your audience.

Empathy and Understanding: Empathize with your audience and tailor your message to resonate with their interests, values, and concerns. Understanding your audience allows you to communicate more effectively and build stronger connections.

Module 5 and 6: CRAFTING AN EFFECTIVE SPEECH OUTLINE:

Introduction:

Hook: Begin with a captivating opening to grab the audience's attention immediately. Start with a surprising fact or statistic related to your topic. Pose a thought-provoking question that encourages the audience to think. Share a relevant and engaging anecdote or story that sets the tone for your speech.

Purpose Statement: Clearly state the purpose of your speech. Define what you aim to achieve or communicate to your audience. **Thesis Statement:** Present the main idea or argument of your speech. This sets the direction and focus for the rest of your presentation. **Preview of Main Points:** Provide a brief overview of the key points you will discuss in the body of your speech. Outline the structure of your speech to help the audience follow along.

Body:

Main Points: Organize your speech into distinct main points that support your thesis statement. Each main point should be a separate section of your speech. **Supporting Evidence:** Provide evidence, examples, statistics, anecdotes, or expert opinions to support each main point. Ensure your evidence is relevant, credible, and effectively reinforces your message.

Transitions: Use clear transitions between main points to guide the audience smoothly through your speech. Transition phrases signal shifts in topics or ideas and help maintain the flow of your presentation.

Subpoints: If necessary, further break down each main point into subpoints for clarity and coherence. Subpoints provide additional detail and help reinforce your arguments.

Conclusion:

Restate Thesis: Summarize the main points of your speech and restate your thesis statement to reinforce your message.

Closing Remarks:

End with a memorable closing statement that leaves a lasting impression on your audience. Consider a call to action, a thought-provoking question, or a powerful quote.

Closing Gesture: Conclude your speech with a memorable gesture or visual aid to signal the end of your presentation. This helps leave a strong impression on your audience.

Module 7 and 8: TECHNIQUES FOR ENGAGING THE AUDIENCE

Storytelling: Incorporate personal stories, anecdotes, or case studies into your speech. Stories evoke emotions and help make your message more relatable and memorable.

Interactive Elements: Engage the audience through interactive elements such as asking questions or conducting polls. Encourage participation to create a dynamic and engaging experience.

Visual Aids: Use visual aids such as slides, videos, or props to complement your speech. Visuals reinforce key points, break up monotony, and appeal to different learning styles.

Humor: Incorporate humor appropriately to lighten the mood and connect with your audience. Well-timed jokes or witty remarks can make your speech more enjoyable and memorable.

Audience Interaction: Establish a rapport with your audience by making eye contact and addressing their needs and interests. Show enthusiasm and passion for your topic to captivate their attention.

Variety in Delivery: Maintain variety in your delivery style by varying your tone, pace, and volume. Use gestures, facial expressions, and body language to emphasize key points and maintain engagement.

IMPORTANCE OF VOICE MODULATION AND TONE:

Enhanced Engagement: Voice modulation adds depth and interest to your speech, keeping the audience engaged and attentive.

Conveying Emotions: By modulating your voice, you can effectively convey emotions such as enthusiasm, sincerity, or empathy, making your message more impactful. Highlighting

Key Points: Using variations in tone and pitch helps emphasize important points, guiding the audience's attention and reinforcing key messages.

Captivating Delivery: A well-modulated voice captivates listeners, enhancing the overall delivery of your speech and leaving a lasting impression.

Practicing Articulation and Pronunciation: Clarity of Communication: Articulation and pronunciation ensure that your message is conveyed clearly and effectively to the audience.

Avoiding Misunderstandings: Clear articulation minimizes the risk of misinterpretation or misunderstanding, ensuring that your audience receives your intended message accurately.

Building Credibility: Pronouncing words correctly and articulating clearly enhances your credibility as a speaker, demonstrating professionalism and expertise.

Module 9 and 10: NON-VERBAL COMMUNICATION SKILLS (GESTURES, POSTURE, EYE CONTACT):

Complementing Verbal Message: Non-verbal cues such as gestures, posture, and eye contact complement your verbal message, adding depth and nuance to your communication.

Building Connection: Effective use of non-verbal communication establishes a connection with the audience, conveying confidence, authenticity, and engagement.

Conveying Confidence: Confident body language, including upright posture and purposeful gestures, enhances your credibility as a speaker and instills confidence in your audience.

Engaging the Audience: Maintaining eye contact with the audience fosters engagement and connection, signaling attentiveness and receptiveness to their feedback.

Practice Techniques: Mirror Exercises: Practice mirroring the body language of confident speakers to internalize effective non-verbal communication cues.

Video Analysis: Record yourself speaking and analyze your body language, paying attention to posture, gestures, and eye contact.

Role-playing: Engage in role-playing exercises to practice using non-verbal communication in different speaking scenarios, focusing on conveying confidence and connection.

TECHNIQUES FOR CRAFTING PERSUASIVE ARGUMENTS:

Understanding Your Audience: Tailor your arguments to resonate with the beliefs, values, and interests of your audience. Consider their demographics, preferences, and prior knowledge.

Appealing to Emotions: Emotional appeals can be powerful in persuading an audience. Use storytelling, vivid imagery, and evocative language to evoke emotions such as empathy, fear, or excitement.

Logic and Reasoning: Support your arguments with logical reasoning and evidence. Use facts, statistics, and expert opinions to substantiate your claims and build credibility.

Addressing Counterarguments: Acknowledge and address potential counterarguments to preemptively address doubts or objections. Anticipating and refuting opposing viewpoints strengthens your persuasive case.

Call to Action: Clearly articulate the desired action or outcome you want your audience to take. Provide clear instructions and motivate them to act by highlighting the benefits or consequences of their decision.

USING EVIDENCE AND STORYTELLING TO SUPPORT YOUR POINTS:

Anecdotes and Personal Stories: Personal anecdotes and stories can humanize your arguments and make them more relatable and memorable to the audience. Share real-life examples that illustrate the impact of your message.

Data and Statistics: Use data and statistics to provide objective evidence and credibility to your arguments. Present relevant facts and figures from reputable sources to support your claims and strengthen your persuasive case.

Expert Testimony: Incorporate expert opinions and testimonials to bolster your arguments. Cite credible authorities or experts in the field who endorse your position, adding weight and authority to your persuasive message.

Narrative Structure: Structure your persuasive message as a compelling narrative with a clear beginning, middle, and end. Create a storyline that captivates the audience's attention, builds suspense, and leads to a satisfying resolution.

Emotional Appeals: Appeal to the audience's emotions by tapping into universal human experiences and values. Use storytelling techniques such as character development, conflict, and resolution to evoke empathy and connect with your audience on an emotional level.

Module 11: ETHICAL CONSIDERATIONS IN PERSUASIVE COMMUNICATION

Honesty and Integrity: Maintain honesty and integrity in your persuasive communication. Avoid misleading or deceptive tactics that manipulate or deceive the audience.

Transparency: Be transparent about your motives, intentions, and any potential conflicts of interest. Disclose relevant information to the audience to ensure transparency and trustworthiness. Respect for

Audience Autonomy: Respect the autonomy and agency of your audience. Present information accurately and objectively, allowing them to make informed decisions based on their own judgment and values.

Avoiding Manipulation: Avoid using coercive or manipulative tactics to persuade the audience. Respect their right to make independent choices and refrain from exploiting vulnerabilities or exerting undue influence.

Balanced Persuasion: Present a balanced and fair portrayal of the issue or topic at hand. Acknowledge different perspectives and viewpoints, allowing the audience to consider a range of opinions and make their own informed judgments.

Design principles for slides and visual aids Effective use of PowerPoint or other presentation software Avoiding common pitfalls in visual presentations.

DESIGN PRINCIPLES FOR SLIDES AND VISUAL AIDS:

Simplicity: Keep slides clean and uncluttered, focusing on one main idea per slide. Avoid overcrowding with too much text or graphics.

Consistency: Maintain consistency in font styles, colors, and formatting throughout your presentation for a cohesive look. Use a consistent layout for slide titles, content, and visuals.

Visual Hierarchy: Use hierarchy to prioritize information on slides. Highlight key points using larger font sizes, bold text, or color contrast to draw attention.

Visual Appeal: Choose visually appealing and relevant images, graphics, and icons to enhance understanding and engagement. Use high-quality visuals that complement the content of your presentation.

Accessibility: Ensure slides are easily readable by using legible fonts and appropriate font sizes. Consider colorblind-friendly color palettes and avoid using color as the sole means of conveying information.

White Space: Incorporate ample white space around text and graphics to improve readability and reduce visual clutter. White space helps to focus attention on key elements and prevents slides from feeling overwhelming.

Module 12: EFFECTIVE USE OF POWERPOINT OR OTHER PRESENTATION

SOFTWARE:

Use of Templates: Utilize built-in templates or create custom templates to maintain consistency and save time. Templates provide a framework for designing visually appealing slides.

Slide Transitions and Animations: Use slide transitions and animations sparingly and purposefully to add visual interest and emphasis. Avoid excessive or distracting animations that detract from the content.

Slide Navigation: Organize slides logically and use navigation features effectively. Utilize slide thumbnails, hyperlinks, and slide numbering to facilitate seamless navigation during the presentation.

Presenter View: Take advantage of presenter view features to view presenter notes, upcoming slides, and a timer while presenting. Presenter view enhances presenter confidence and facilitates smoother delivery.

Embedding Multimedia: Incorporate multimedia elements such as videos, audio clips, or interactive content to enhance engagement and illustrate key points effectively. Ensure multimedia files are embedded or linked properly and play smoothly during the presentation.

AVOIDING COMMON PITFALLS IN VISUAL PRESENTATIONS:

Overloading Slides with Text: Avoid overcrowding slides with excessive text, which overwhelms the audience and detracts from the presenter's message. Use concise bullet points or visuals to convey key information.

Poor Color Choices: Avoid using color combinations that are difficult to read or cause eye strain. Choose high-contrast color schemes and test colors for readability, especially for text and background elements. **Inconsistent Design:** Maintain consistency in design elements such as fonts, colors, and layout throughout the presentation. Inconsistencies in design can distract the audience and diminish the professionalism of the presentation.

Ignoring Accessibility: Consider accessibility guidelines when designing slides, such as using alt text for images, ensuring color contrast for text readability, and providing accessible navigation options.

Lack of Rehearsal: Practice presenting with your slides to ensure smooth delivery and timing. Familiarize yourself with slide transitions, animations, and multimedia elements to avoid technical glitches during the presentation.

Module 13: STRATEGIES FOR THINKING ON YOUR FEET:

Stay Calm and Confident: Maintain a calm and confident demeanor, even when faced with unexpected speaking situations. Take a deep breath and remind yourself that you are capable of handling the situation.

Listen Actively: Pay close attention to the question or prompt, ensuring you fully understand what is being asked. Active listening allows you to respond effectively and address the specific points raised.

Pause and Reflect: Take a brief moment to collect your thoughts before responding. Use pauses strategically to organize your ideas and formulate a coherent response.

Focus on Key Points: Identify the key points you want to convey and prioritize them in your response. Avoid getting bogged down in unnecessary details and focus on delivering a concise and impactful message.

Be Flexible: Be open to adapting your response based on new information or feedback received during the conversation. Flexibility allows you to respond effectively to changing circumstances and keep the conversation dynamic.

Practice Improvisation: Practice improvisational exercises regularly to sharpen your ability to think on your feet. Engage in activities such as role-playing, brainstorming, or impromptu speaking to hone your improvisational skills.

TECHNIQUES FOR ORGANIZING THOUGHTS QUICKLY:

Use a Framework: Adopt a simple framework for organizing your thoughts, such as the "Introduction-Body-Conclusion" structure. This provides a clear roadmap for structuring your response quickly and efficiently.

Prioritize Ideas: Quickly identify the most important ideas or arguments you want to convey and organize them in a logical sequence. Start with the most compelling point and build your response around it.

Utilize Mental Mapping: Use mental mapping techniques such as mind mapping or outlining to visually organize your thoughts. Create a hierarchical structure of main points and supporting details to guide your response.

Practice Summarizing: Practice summarizing complex ideas or information succinctly. Summarization helps you distill key points and communicate them effectively in a concise manner.

Chunking Information: Break down complex information into smaller, more manageable chunks. Organize related ideas or concepts into groups to facilitate easier recall and articulation.

Stay Flexible: Remain flexible in your approach to organizing thoughts, adapting your strategy based on the specific context and requirements of the situation. Flexibility allows you to respond quickly and effectively to changing circumstances.

PRACTICING IMPROMPTU SPEAKING EXERCISES:

Role-Playing Scenarios: Engage in role-playing exercises where you are presented with a scenario or prompt and must respond spontaneously. Practice responding to a variety of situations to build confidence and versatility.

Mock Q&A Sessions: Conduct mock question-and-answer sessions with peers or mentors. Practice responding to unexpected questions or challenges in a simulated setting to simulate real-world speaking situations.

Toastmasters Table Topics: Participate in Toastmasters Table Topics sessions, where participants are given impromptu speaking topics and must deliver a short speech on the spot. Table Topics exercises provide valuable practice in thinking on your feet and speaking confidently under pressure.

Journalistic Interviews: Pretend to be a journalist conducting interviews with colleagues or friends. Ask open-ended questions and practice responding spontaneously to the answers provided, simulating the unpredictability of real interviews.

Spontaneous Storytelling: Challenge yourself to tell a spontaneous story based on a given prompt or theme. Practice weaving together elements of plot, character, and setting on the fly to develop compelling narratives in impromptu speaking exercises.