

Course Syllabus

1. Program of Study	Bachelor of Arts Bachelor of Science Bachelor of Business Administration Bachelor of Nursing Science
Faculty/Institute/College	Mahidol University International College
2. Course Code	ICEG 232
Course Title	Advanced Oral Communication
3. Number of Credits	4 (4-0-8) (Lecture/Lab/Self-Study)
4. Prerequisite (s)	ICCM 106 or ICCM 112 or the equivalent
5. Type of Course	Elective for both minors
6. Session	Trimester I, every year
7. Conditions	-

8. Course Description

Theories of persuasion, non-verbal techniques and voice control for advanced presenters, including study of film clips, debate strategies, stage and sales presentation.

9. Course Objective (s)

After successful completion of this course, students should be able to

- 9.1 build confidence in preparing and delivering speeches.
- 9.2 control voice and expression.
- 9.3 research, outline, and write speeches.
- 9.4 use audio-visual aids to support verbal content.
- 9.5 identify audience needs and quickly respond.
- 9.6 refute logical fallacies in debate form.

10. Course Outline

Week	Topic	Hour			Instructor
		Lecture	Lab	Self-Study	
1	Course outline; Introductions, Basic principles of persuasion; Ethics and public speaking; Plagiarism	4	0	8	Assigned Section Instructor
2	Theories of persuasion; Topic selection; Analyzing the audience; Introduction to logic: Inductive and deductive reasoning; Introduction to logical fallacies	4	0	8	"
3	Organizing support for Persuasive Speech #1; Persuasive Speech #1 (a product, 5-7 minutes)	4	0	8	"
4	View and critique Persuasive Speech #1; Extemporaneous Speech #1	4	0	8	"
5	Voice and body control; Extemporaneous Speech #2	4	0	8	"
6	Midterm Examination; Persuasive Speech #2 (an ideology or question of fact, 7-10 minutes)	4	0	8	"
7	Stage reading;	4	0	8	"

	Introduction to types of debates				
8	Debate teams; Team member roles; Debate topics	4	0	8	“
9	Debate #1; View and evaluate Debate #1	4	0	8	“
10	Extemporaneous Speech #3 (5-7 minutes) Debate #2: Organizing teams, topics, and topic definitions	4	0	8	“
11	Extemporaneous Speech #4 (5-7 minutes)	4	0	8	“
12	Final Examination: Debate #2	4	0	8	“
	Total	48	0	96	

NB: Instructor reserves the right to change topics when appropriate.

11. Teaching Method (s)

11.1 Lectures, discussions, exercises, constructive criticism of students' speeches, textbook reading assignments, viewing famous speeches, videotaping and playback of students' speeches, self-evaluations and examinations

12. Teaching Media

12.1 Transparencies, handouts, DVD, CD-Rom, PowerPoint, LCD, Video and Video camera

13. Course Achievement

Student achievement is measured and evaluated by

13.1 the ability to build confidence in preparing and delivering speeches.

13.2 the ability to control voice and expression.

13.3 the ability to research, outline, and write speeches.

13.4 the ability to use audio-visual aids to support verbal content.

13.5 the ability to identify audience needs and quickly respond.

13.6 the ability to refute logical fallacies in debate form.

Student's achievement will be graded according to the faculty and university standard using the symbols: A, B+, B, C+,C,D+, D, and F.

Students must have attended at least 80% of the total class hours of this course.

MUIC standard grading criteria: 90% and above is grade A

Ratio of mark

a) persuasive speeches	30%
b) extemporaneous speeches	40%
c) debates	30%

MUIC standard grading criteria: 90% and above is grade A

14. Course evaluation

14.1 Students' achievement as indicated in number 13 above.

14.2 Students' satisfaction toward teaching and learning of the course using questionnaires.

15. Reference (s)

Lucas, The Art of Public Speaking, New York: Hartcourt Brace

16. Instructor (s)

Douglas Rhein

17. Course Coordinator

Douglas Rhein