

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI**

<u>BS (BBA) – IV</u>	
Course Title	: SPEECH COMMUNICATION
Course Number	: BA(BS) – 432
Credit Hours	: 03

Objective

This course aims at enabling students understand and apply the fundamental elements, and processes of interpersonal communication. Effective communication is a much sought-after skill for students for a head start in their academic and professional careers. Therefore, this oracy-focused course is designed as a lead up not only to the more advanced Business Communication course but also to communication challenges of professional life.

Course Objectives

The focal point of this course is helping students improve their oracy skills. It seeks to build students' foundation in the core components of interpersonal communication and introduce them to key concepts and ideas. The focus is more on practice than theory, thereby students are provided with an opportunity to apply what they learn about communication and soft skills.

Pantomime

Pantomime is one of the oldest forms of theatre performances. Originated in ancient Greece, the tradition was one of the dominant genres of Elizabethan drama and Comedia *dell' arte* in French theatre. Pantomime would be used as a pedagogical and assessment tool to enable students appreciate the affordances and significance of non-verbal communication; the stage performance a learning point as rehearsals would enable students critically evaluate their non-verbal communication. Students would be required to perform in small groups on a given theme.

Course Contents**1. Communication**

- 1.1. Significance and Meaning of Communication
- 1.2. The Process of Communication
- 1.3. Basic Principles and Patterns
- 1.4. Communication as a Survival Skill
- 1.5. Model United Nations
- 1.6. Parliamentary Debates

2. Listening

- 2.1. Different Levels of Listening
- 2.2. Positive and Effective Listening
- 2.3. Hindrances
- 2.4. Listener versus Speaker
- 2.5. Famous Speeches

3. Language and Communication

- 3.1. Spoken versus Written Discourse
- 3.2. Clarity & Accuracy
- 3.3. Register and Jargon
- 3.4. Clichés and Vogue Words
- 3.5. Gender Inclusive Language
- 3.6. Phatic Communion

4. Nonverbal Communication

- 4.1. The Power of Nonverbal Communication
- 4.2. Reading Nonverbal Signs
- 4.3. Positive Body Language
- 4.4. Communicating Through Spatial Arrangements

5. Effective Speeches and Presentations: Strategies

- 5.1. Topic Selection
- 5.2. Determining the Purpose
- 5.3. Tips for Doing Research
- 5.4. Building Smooth Transitions
- 5.5. Outlining the Speech
- 5.6. Harnessing the Power of Humour
- 5.7. Speeches for Special Occasions

6. Audience Analysis

- 6.1. Demographic Audience Analysis
- 6.2. Situational Audience Analysis
- 6.3. Researching the Audience
- 6.4. You-Attitude
- 6.5. Soft Skills

- 7. Effective Openings and Closings**
 - 7.1. Attention Getter
 - 7.2. Sales Pitch (AIDA model)
 - 7.3. Revealing the Topic and Signaling the End
 - 7.4. Tips for Preparing the Introduction and Conclusion
 - 7.5. Recovery
- 8. Presentation Patterns**
 - 8.1. Types and Methods of Delivery
 - 8.2. The Speaker's Voice
 - 8.3. Tone, Pitch, Pace and Pause
 - 8.4. Personal Communication Styles
- 9. Presentation and Practice**
 - 9.1. Overcoming Speech Anxiety
 - 9.2. Rehearsing the Speech
 - 9.3. Structuring a Talk
 - 9.4. Pre-Talk Checks
 - 9.5. Time Management
- 10. Extempore Speeches**
 - 10.1. Useful Brainstorming Tips
 - 10.2. Avoiding Pitfalls
- 11. Informative and Persuasive Speaking**
 - 11.1. Types of Informative Speeches
 - 11.2. Guidelines for Informative Speaking
 - 11.3. Ethics and Persuasion
 - 11.4. Methods of Persuasion
 - 11.5. Character, Logic and Passion
- 12. Model United Nations Simulations**
- 13. Managing Q&A Sessions**
 - 13.1. The Art of Asking Questions
 - 13.2. Making Sure with Feedback
 - 13.3. Handling Difficult and Awkward Questions
 - 13.4. Identifying and Managing Misunderstanding
- 14. Use of Visual Aids**
 - 14.1. The Importance of Visual Cues
 - 14.2. General Rules
 - 14.3. Giving Effective PowerPoint Presentations
 - 14.4. Pictorial Presentation of Statistical Data

Recommended Books

1. Verderber and Verderber, Rudolph F. Verderber & Kathleen S. Verderber, *Communicate!*, 11th Edition (2010), Cengage Learning.
2. Stephen E. Lucas, *The Art of Public Speaking*, 8th Edition (2004), McGraw-Hill Higher Education
3. Clayton, Peter, *Body Language at Work*, (2011), Bounty Books.
4. Tom Gorma, *Innovation*, (2010), Adams Media Avon
5. NidoQubein, *How to be a Great Communicator*, (2010), Viva.
6. Rob Anderson and G. Michael Killenberg, *Speaking, Listening and Learning for Professional Life*, (2008) Second edition, Oxford University Press.
7. Sherry Devereaux Ferguson, *Building Competency in Stages*, (2007), Oxford University Press
8. Bruce G. Bryski and Timothy J. Brown., *Public Speaking for Success: Strategies for Diverse Audiences and Occasions*, (2007), Second Edition, Hayden-McNeil.
9. Wendy Fleet, Brett Smith, *Communication Skills Handbook*, (2006), Halsted Pr.
10. Mary Munter, *Guide to Managerial Communication*, (2009), Prentice Hall.
11. Stephen Kozicki, Gary Peacock, *The Persuasive Presenter*, (2005) Tata McGraw Hill.