

## Communication Practice Module Lessons

**Course Name:** Communication Practice

**Duration:** 1 hour 30 minutes

**Type:** Hybrid

**Level:** 2nd year Master's Degree

**Specialty:** Didactics, Literature and Civilization Specialties

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### Lesson 1: Introduction to Public Speaking (face to face)

#### I. Introduction

##### Definition of Public Speaking

Public speaking is a fundamental form of communication. It goes beyond just talking; it involves careful planning and skillful delivery of a message to an audience. This message can take various forms, from informative and educational speeches to persuasive and motivational talks.

##### Importance of Public Speaking

Recognizing the importance of public speaking is crucial. It's a skill that transcends various aspects of life. In education, students often have to present their ideas to the class. In the workplace, public speaking is vital for presentations, meetings, and communicating with colleagues and clients. In personal life, it helps in expressing thoughts, feelings, and opinions effectively.

#### II. Forms of Public Speaking

There are several forms of public speaking, below are the most common ones.

##### Ceremonial Speaking

This type of public speaking is often associated with special occasions such as weddings, funerals, and graduations. The purpose is to entertain, inspire, or commemorate the event. a graduation speech, a wedding, or an office party. It may include a personal or emotional connection to the audience.

##### Demonstrative Speaking

Demonstrative speaking involves explaining how to do something or how something works. It is commonly used in the technology field or any field where processes are part of the work

##### Informative Speaking

Informative speaking aims to impart knowledge or educate the audience about a specific topic or issue. Business presentations, seminars, and class presentations are examples of informative speeches

##### Persuasive Speaking

Persuasive speaking is the art of influence. It is similar to being a lawyer in a courtroom, making a case for your side. Politicians use persuasive speaking to gain support, salespeople

use it to convince customers, and activists use it to rally people behind a cause. Your ability to persuade can shape opinions and drive action.

### **Entertaining Speaking**

This type of public speaking is focused on providing enjoyment and amusement to the audience. Stand-up comedy, storytelling, and motivational speeches can fall under entertaining speaking.

### **Actuate Speaking**

Actuate speaking is about motivation and inspiration. It is similar to being a coach, firing up your team before a big game, or a CEO rallying employee to achieve a common goal. Actuate speakers tap into the human drive for success and use their words to ignite action and enthusiasm.

### **Debate**

Debates involve two or more speakers presenting arguments and counterarguments on a specific topic. The goal is to persuade the audience and win the debate based on the strength of the arguments presented.

## **III. Identifying Public Speaking**

### **Common Characteristics**

- Preparation - Speech is thoroughly planned and prepared in advance.
- Audience - Public speaking is typically intended for a larger audience, whether in person or through digital technology.
- Purpose - To teach, persuade, inform, demonstrate.... etc.
- Structure - Follows a logical order with introduction, body, conclusion.
- Delivery - Uses vocal variety, pacing, eye contact.
- Rhetoric - Uses devices like stories, metaphor, repetition to persuade, ICTs.
- Setting - Takes place in formal settings.
- Authority -and One-sided: Public speaking is primarily a one-way communication process, with the speaker delivering the message and the audience listening.
- Skill - Effective require research, writing, and public speaking skills.

### **Examples of Situations**

Sometimes, public speaking occurs in one-on-one situations, like a teacher giving a lecture to a single student or a CEO presenting a report to a board member. Even when the audience is small, the structured approach and formal delivery remain consistent with public speaking standards.

### **Differentiating from Conversations**

Casual conversations among friends or colleagues are spontaneous, unstructured, and often lack a specific purpose beyond social interaction. Public speaking, on the other hand, involves planned and purposeful communication directed toward an audience.

### **Comparing with Singing**

Singing, while a form of vocal expression, differs from public speaking in several ways. Singing relies on musical vocalization, has different structures (verse/chorus), and emphasizes melody and rhythm rather than a clear message.

## **IV. Questions and Reflection**

### **Common questions and scenarios:**

- Is a comedian performing stand-up considered public speaking? Yes, because it involves crafted content, rhetorical devices, and engaging the audience.

- Would a loudspeaker announcement be public speaking? Yes, as it still follows public speaking criteria even if amplified.
- How is lecturing different from explaining to a friend? Lectures are formal and structured, designed for a larger audience, while explaining to a friend is conversational and intimate.
- Does an informational video count as public speaking? Yes, it often incorporates planned content, visual aids, and presentation skills for an audience.
- Does film acting qualify as public speaking? No, as acting involves portraying fictional characters and emotions rather than delivering informative or persuasive messages.

### **What separates advertising from personal advice?**

Advertising uses persuasive language and strategies aimed at a mass audience, while personal advice is tailored to an individual's needs and preferences.

### **How is public speaking like/unlike writing an essay?**

Both involve structure, rhetoric, and crafting arguments. However, public speaking places greater emphasis on vocal delivery, audience interaction, and engagement.

## **V. Class Activity**

A generated a class list of what is and what is not public speaking

- Structured, organized, and planned content
- Uses formal, professional language
- Primarily one-way communication
- Given to a larger audience
- Has a specific purpose (inform, persuade, etc.)
- Not impromptu or conversational
- Formal setting or occasion
- Uses presentation aids/media
- Controlled vocal delivery and body language
- Prepared material, not spontaneous
- Audience is listener rather than participant

## **VI. Conclusion**

In summary, this lesson has equipped students with a clear understanding of public speaking. They've explored its forms, characteristics, and contexts. Public speaking is a vital skill that enhances their ability to communicate effectively in diverse settings, whether at school, work, or in their personal lives. By recognizing and embracing the principles discussed here, students can become more confident, persuasive, and influential communicators.

## **Lesson 2: Factors Affecting Presentations (Online)**

### **Warm-Up**

- Sharing Ideas on what makes good vs. bad presentations they have attended before.
- Discussing why good presentations matter in professional and educational contexts.

### **✓ Answer**

Good presentations are important in both educational and professional contexts because they can help to:

- **Engage and inform your audience** (Gallo, 2009). A well-crafted presentation can capture your audience's attention and keep them interested in what you have to say. It can also help them to understand complex information more easily. For example, a teacher can use a presentation to introduce a new topic to their students, explain a difficult concept, or review important material before a test.
- **Build your credibility and expertise** (Duarte, 2010). Giving good presentations can help to establish you as a thought leader in your field and demonstrate your knowledge and skills to potential employers, clients, or collaborators. For example, a business professional can use a presentation to pitch their product or service to a potential client, present their findings to a team of colleagues, or deliver a keynote speech at an industry event.
- **Persuade others to take action** (Atkinson, 2012). Whether you are trying to convince your students to study harder, your colleagues to support a new project, or your clients to buy your product, a persuasive presentation can help you to achieve your goals. For example, a politician can use a presentation to share their vision for the future with voters, outline their policy proposals, or debate their opponents.

In addition to these general benefits, good presentations can also have specific benefits in different contexts.

- **In an educational setting, good presentations can help to:**
  - **Improve student learning outcomes:** Studies have shown that students learn better when they are actively engaged in the learning process. Good presentations can help to keep students engaged and motivated, which can lead to improved learning outcomes (Gallo, 2016).
  - **Increase student satisfaction:** Students are more likely to be satisfied with their education when they are presented with information in a clear and concise manner. Good presentations can help to ensure that students understand the material that is being taught and that they feel like they are making progress (Duarte, 2010).
- **In a professional setting, good presentations can help to:**
  - **Increase productivity:** Good presentations can help to ensure that everyone on a team is on the same page and that they understand their roles and responsibilities. This can lead to increased productivity and efficiency (Atkinson, 2012).
  - **Improve morale:** Good presentations can help to boost morale and team spirit by creating a sense of shared purpose and excitement.
  - **Enhance customer relationships:** Good presentations can help to build trust and rapport with customers by demonstrating your expertise and commitment to their needs.

Overall, good presentations are an important tool for success in both educational and professional settings. They can help you to engage and inform your audience, build your credibility and expertise, and persuade others to take action.

## Examples Analysis

**Link to a poor presentation:**



<b>Confidence</b>	Confident presence through body language and voice	Nervous presence through shaky voice and nervous behaviors
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## Mini-Lecture

### Factors Affecting Presentations

#### Presenter-Related Factors

- Having a clear objective and a well-structured outline for the presentation (e.g. inform, persuade, inspire).
- Knowing the subject matter and being able to explain it in simple and engaging terms (e.g. avoiding jargon, using examples).
- Using appropriate verbal and nonverbal communication skills, such as voice, body language, eye contact, and gestures.
- Using multimedia tools, such as slides, videos, images, charts, graphs, etc., to support and enhance the message.
- Practicing and rehearsing the presentation before delivering it.
- Being confident, enthusiastic, and passionate about the topic.
- Being flexible and adaptable to unexpected situations or questions.

#### Audience-Related Factors

- Analyzing the audience's background, interests, knowledge level, and goals.
- Tailoring the presentation to suit the audience's preferences and learning styles (e.g. hands-on activities for kinesthetic learners).
- Engaging the audience's attention and curiosity throughout the presentation (e.g. thought-provoking questions, surprises).
- Using storytelling, humor, questions, polls, or other techniques to make the presentation more interactive and relatable.
- Providing clear and relevant information and examples that address the audience's concerns or questions.
- Establishing rapport and credibility with the audience (e.g. sharing credentials).
- Seeking feedback and evaluation from the audience (e.g. surveys, Q&A).

#### Content-Related Factors

- Clear message: The presentation should have a clear and concise message that the presenter wants to communicate to the audience. This message should be supported by the rest of the presentation content
- Well-organized structure: The presentation should be well-organized with a logical flow. This means having a clear introduction, body, and conclusion
- Supporting evidence: The presenter should use supporting evidence, such as data, statistics, and examples, to support their claims. This helps to make the presentation more credible and persuasive

#### Context-Related Factors

- Choosing an appropriate time, place, and duration for the presentation (e.g. energy levels, potential disruptions).
- Considering the size, layout, and equipment of the venue (e.g. projection, audio).

- Adapting to the cultural norms and expectations of the audience.
- Being aware of potential distractions or interruptions that might affect the presentation.
- Being respectful and courteous to the audience and other speakers.

### Mind Map Summary of Factors



### Group Activity

- Working in groups, students analyze the scenarios based on the previously mentioned categories. I.e. Identify poor / good presentation practices.
- Groups present answers. Discuss.

### Scenarios

1. A presenter gives a speech using some technical terms without explaining them thoroughly. Most of the audience appears engaged, though a few look confused.
2. A presenter shows densely packed slides with lots of text and data. The slides reinforce the key points, but may be visually overwhelming.
3. A presenter uses humor, stories, and audience participation throughout their speech. The audience seems entertained, though the content gets sidetracked at times.
4. A presenter highlights his credentials and past experiences to establish credibility. This builds trust, though it takes up a fair bit of time.
5. A presenter maintains eye contact and projects enthusiasm through vocal variety. The sustained eye contact almost seems aggressive at times.

6. A presenter uses informal language and pop culture references during their speech. Most of the audience relates well, but some seem alienated.
7. A presenter has a clear persuasive objective and presents supporting data. Their aggressive tone likely prevents truly changing perspectives.
8. A presenter gives a speech on the advantages of online learning to teachers at a workshop. He chooses the time and place without fully considering the potential drawbacks. The audience seems alert enough, though some are distracted.
9. A presenter gives a speech on immigration challenges to policymakers. He knows the topic well, though his passion makes his persuasive intent obvious.
10. A presenter gives a speech promoting veganism to meat lovers at a barbecue festival. She highlights some benefits but subtly judges those with different views.

### Scenarios Analysis

1. Using some unexplained jargon - Poor presentation skills. Confusing the audience with undefined technical terms is in good. Should define or simplify complex terms.
2. Text-heavy slides - Tricky, but more poor than good. Too much text overwhelms audiences. Needs more visual balance.
3. Lots of audience engagement - Tricky, but more good than poor. Engagement is positive but must remain focused.
4. Establishing background - Tricky, but more poor than good. Some background provides credibility but too much wastes time.
5. Enthusiasm and eye contact - Tricky, but more good than poor. Eye contact is important but can be overdone if aggressive.
6. Informal tone - Tricky, but more poor than good. Informal tone can alienate some audience members. Risks isolating.
7. Clear agenda but aggressive tone - Poor presentation skills. Aggressive tones rarely change minds. Counterproductive despite clear goals.
8. Environment not fully considered - Tricky, but more poor than good. Some distraction suggests room for improvement in venue choice.
9. Knowledgeable but biased - Tricky, but more poor than good. Perceived bias/lack of objectivity damages credibility and persuasiveness.
10. Promoting stance respectfully - Tricky, but more good than poor. Highlights benefits while maintaining some respect for differences.

### Reflection

Rule of Thumb ❁

#### Tricky nuances in both good and poor presentations

Both good and poor presentations can contain tricky nuances. For example, using humor can be a great way to engage the audience, but it is important to be mindful of the audience and avoid using anything that could be offensive or alienating (Garr & Garr, 2019). Additionally, using technical jargon can be necessary to communicate complex ideas, but it is important to explain any jargon that is likely to be unfamiliar to the audience (Garr & Garr, 2019).

Another tricky nuance is balancing the need to be informative with the need to be engaging. It is important to provide the audience with the information they need, but it is also important to do so in a way that is interesting and memorable. Otherwise, the audience is likely to become bored and disengaged (Minahan, 2018).



Finally, it is important to be aware of your own body language and vocal tone. You want to project confidence and enthusiasm, but you also want to be respectful and approachable. It is important to make eye contact with the audience, but too much eye contact can be perceived as aggressive or intimidating (Goman, 2018).

Here are some extra examples of tricky nuances in both good and poor presentations:

- **Good presentation:** A presenter uses humor to engage the audience, but they are mindful of the audience and avoid using anything that could be offensive or alienating (Garr & Garr, 2019).
- **Poor presentation:** A presenter uses humor to engage the audience, but they tell a joke that is offensive to some members of the audience (Garr & Garr, 2019).
- **Good presentation:** A presenter uses technical jargon to communicate complex ideas, but they explain any jargon that is likely to be unfamiliar to the audience (Garr & Garr, 2019).
- **Poor presentation:** A presenter uses technical jargon to communicate complex ideas, but they do not explain any of the jargon (Garr & Garr, 2019).
- **Good presentation:** A presenter balances the need to be informative with the need to be engaging by using storytelling and humor to illustrate their points (Minahan, 2018).
- **Poor presentation:** A presenter is so focused on being informative that they forget to engage the audience (Minahan, 2018).
- **Good presentation:** A presenter projects confidence and enthusiasm, while also being respectful and approachable. They make eye contact with the audience, but they do not overdo it (Goman, 2018).
- **Poor presentation:** A presenter slumps over the podium and speaks in a monotone voice (Goman, 2018).

It is important to note that there is no one-size-fits-all answer to the question of what makes a presentation good or poor. The best approach will vary depending on the audience, the topic, and the presenter's overall objective. However, by being aware of the tricky nuances involved, presenters can increase their chances of delivering successful presentations.

## Homework: Speech Analysis

### Instructions

Work in teams of 4-5 students. Follow these steps:

1. As a group, choose a speech to analyze. The speeches are available in this link:

 [Homework Speeches](#)

2. Divide up the presentation factors so each student evaluates a few categories:
  - Presenter Factors
  - Audience Factors
  - Context Factors
  - Content Factors

3. Individually, analyze your assigned factors in the speech and make notes of examples, strengths, and weaknesses.
4. As a group, share your insights and compile a full analysis document which contains:
  - Effective techniques with evidence
  - Areas needing improvement
  - Recommendations for enhancing the speech
5. Create a Microsoft Word Document with a maximum of 2 pages to contain your response.
6. Submit your responses to this form: (Only a single student should make the submission for the entire homework group)

 [Response Submission Form](#)

7. Submission deadline: Thursday, November 2, 2023, before midnight (00:00).

## References

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