**PSS Course**

**Setif 2 University**

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**Course Description**

The PSS course is addressed to Master 2 students to enable them to develop their presentation skills and strategies, and the necessary techniques of public speaking skills, help them overcome stage fright and boost their self-confidence, and to help them defend their master dissertations more effectively.

**Course Content**

**1.** What is public speaking and presentation skills and strategies?

* Difference between skills and strategies
* Definitions
* Significance and benefits of giving presentations
* Misconceptions about oral presentations

**2.** Elements of public speaking (speaker, speech, audience)

* Qualities of good speakers
* Elements of successful speech (memorable, credible, emotional, understandable)
* Audience (ethical and critical listening)

**3.** Planning oral business/academic talks

* Topic choice
* Goal-setting
* Venue, materials, and time allocation
* Audience analysis
* Why conduct audience analysis ?
* How to conduct audience analysis (demographic, psychographic, situational)
* Audience types

**4.** Presentation structure

* Speech organisation (topical, chronological, problem/solution patterns)
* Opening, body, closing
* Alternative openings and closings
* How to handle “Question and Answer” session
* How to use Transitions

**5.** Speech types (informative, persuasive, commemorative)

* Persuasive Vs informative
* Making an argument
* Refuting an argument

**6.** Presentation method

* 1. Physical delivery (Gesturing and body language)
* Definition & Significance
* Ways of Using Gestures

Audience Gestures’ Possible Meanings (Attire, posture, facial expressions, hand movements: Dos and don’ts)

* 1. Vocal delivery (voice)
* Volume and pace
* Pause and impact
* Emphasis and emotions
* Intonation and life
* Confidence and poise
  1. Style (language)
* Language (Definition, types of meaning, Oral language Vs written language)
* Effective use of language (Using oral style and choosing powerful language)
* Ethical use of language (Choosing inclusive terminology and presenting people and groups positively)

1. Using visuals and data

* Definition
* Characteristics of effective visuals
* How to use slideshow: Dos and don’ts

1. Using notes

* Delivery methods (reading, memorizing, extemporaneous, impromptu)
* Definition of note cards
* Benefits of using note cards
* How to use them

1. How to be entertaining and maintain attention

(Humour, visuals, body language, style, personal stories, etc.)

1. Public speaking anxiety management

* Definitions and symptoms
* Reasons of stage fright
* Possible solutions

**Readings and References**

**Academic presentations:**

* Bell, D. (2014). Passport to Academic Presentations. UK. Garnet Education Ltd (a student's book with free audio download and online video support) => available at Abu Rouais Stationary.
* Audio resources: [https://www.garneteducation.com/product/passport-to-academic-presentations-5/](https://www.garneteducation.com/product/passport-to-academic-presentations-students-ebook/)
* Online resources available (Videos): https://passport.garneteducation.com/

**Business presentations:**

* BBC learning English: <http://www.bbc.co.uk/worldservice/learningenglish/business/talkingbusiness/unit3presentations/1opening.shtml>
* Sample Talk of an Algerian researcher in Cape Town

<https://www.facebook.com/tagmat.shh/videos/439685627016029/>

**Further Readings:**

* Dale Carnegie and J. Berg Esenwein. The Art of Public Speaking. <https://library.um.edu.mo/ebooks/b17773544.pdf>
* .طارق محمد السويدان. (2003). فن الإلقاء الرائع. الكويت: شركة الإبداع الفكري <https://ia803004.us.archive.org/13/items/4kotob_73/73.pdf>
* Motivational Talks: TEDx talks
* Online Course on Public Speaking Skills: <https://learn.saylor.org/course/view.php?id=441>

**Course and Exam Policy:**

The course requires many illustrations and examples. At the end of each lesson, students do some comprehension activities and guided practice followed by peer and teacher feedback. Given the nature of the course, lessons should be supported by audio recordings, videos, sample talks, and presentation slides.

Equipment needed: Datashow and microphone.

If it is a lecture: Written exam (multiple-choice questions, a scripted speech with questions about it)

If it is a small class session (TD): Assignment (prepare part of a presentation according to the criteria taught in the course)

**Criteria for Scoring Oral Presentations**

1. Respecting the structure of an academic talk (greetings, introducing oneself, overview, a clear opening & middle, finishing & summarizing main arguments, inviting questions, responding to the needs of the audience (defence, ability to respond back to questions and deal with the unexpected).
2. Using appropriate and various transitions.
3. Using a variety of tones, clarity of speech, emphasizing keywords, & correct pronunciation
4. Talking not reading
5. Managing time and visual aids effectively
6. Using appropriate body language: Making eye contact, moving, standing, etc.
7. Using correct grammar, good English, and the right choice of words
8. Maintaining attention (3-point framework, signposting, humour, etc)
9. Meeting due dates and being professional
10. Being credible (relevant and accurate data) and original (no plagiarism)