

TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Journalism and Mass Communication

Bachelor of Arts (Journalism and Mass Communication)

Scheme and Syllabus (w.e.f. Academic Session 2024-25)

As per UGC Curriculum & Credit Framework for Undergraduate Programme (CCFUP)

(Dec 2022): GGSIP University, Delhi

COURSE CODE: BA(JMC) –MDC-108

COURSE NAME: PUBLIC SPEAKING

LEARNING OBJECTIVES:

This course will provide the learners the following:-

1. Articulate the significance of public speaking and its foundational elements.
2. Demonstrate effective delivery techniques, including vocal variety and visual aids.
3. Adapt communication to diverse situations, mastering impromptu and persuasive speaking.
4. Apply advanced skills such as storytelling, Q&A handling, and ethical considerations for impactful public speaking.

PRE-REQUISITES:

1. Basic proficiency in verbal communication and comprehension.
2. A foundational understanding of general communication principles.
3. Willingness to engage in self-reflection and actively participate in speech activities.

COURSE OUTCOMES (COS):

After completion of this course, the learners will be able to:-

| CO # | Detailed Statement of the CO |
|------|---|
| CO1 | Articulate the significance and foundational elements of public speaking. |
| CO2 | Demonstrate effective delivery techniques, including vocal variety and visual aids. |
| CO3 | Adapt communication to diverse situations, mastering impromptu and persuasive speaking. |
| CO4 | Apply advanced skills such as storytelling, Q&A handling, and ethical considerations for impactful public speaking. |

| Course Outcomes | Program Outcomes (Scale - 1: Low, 2: Medium, 3:High) | | | | | | | | |
|-----------------|---|-----|-----|-----|-----|-----|-----|-----|-----|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
| CO1 | 3 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 |
| CO2 | 2 | 3 | 2 | 1 | 1 | 1 | 1 | 1 | 1 |
| CO3 | 2 | 2 | 3 | 1 | 1 | 1 | 1 | 1 | 1 |
| CO4 | 3 | 3 | 2 | 2 | 2 | 2 | 1 | 1 | 1 |
| Average | 2.5 | 2.5 | 2.3 | 1.3 | 1 | 1 | 1 | 1 | 1 |