EQF/MQF LEVEL 5

Award in Public Speaking and Speech Writing

COURSE DESCRIPTION

Effective public speaking, speechwriting and presentation skills are important as they help keep a presentation interesting, help the presenter communicate effectively with confidence, and motivate the audience to listen. This course targets anyone whose role or position entails speaking publically, presenting projects or pitching in and writing speeches for oneself or others.

TARGET CANDIDATES

Politicians, Company executives, Lawyers, Sales professionals, Managers, Medical practitioners, Students

DURATION 4 months
VALUE 6 ECTS
MODE OF DELIVERY Face-to-Face lectures, Workshops, Learning Quizzes, Discussion and Practical Sessions
ASSESSMENT Oral Presentations, Assignment
AWARDING BODY Learning Works
CERTIFICATION Learning Works

LECTURERS

Dr Joseph G. Agius

COURSE STRUCTURE

MODULE 1: PRINCIPLES OF EFFECTIVE COMMUNICATION

Effective communication is essential and this is highlighted within module. Participants are introduced to the principles of adult education and the different learning styles are discussed. Another area which is highlighted in this session is stage fright and the importance of befriending the butterflies. This is a phenomenon that one must learn to control and use to one's advantage.

Participants are encouraged to think of any presentation as a friendly conversation rather than a formal speech. Communication with confidence is the key. Participants are shown how to prepare a compelling public speech and presentation, while highlighting the importance of knowing the audience. Preparation is crucial for delivering a great presentation. Even with material with which you are very confident, neglecting the planning stage is always risky. A frame for the content of the presentation is provided. Presentation points need to be arranged and structured appropriately in order to maximise effectiveness and logical persuasion.

MODULE 2: THE ART OF DELIVERING A SPEECH OR A PRESENTATION

Careful preparation is the key to successful public speaking. Students will also discover how to convey messages using their voice and body, and how to deal with eye contact. The issue of stage fright is also a focus of this module, as participants are shown how to overcome this phenomenon and also how to handle any audience no matter how hostile. Impromptu speaking is also covered in this session. Good visual and audio aids can enhance a presentation to the extent that studies have found increases in information retention of up to 50%. The use of various digital tools which are available for public speaking and presentations are discussed in this section. Presentation software allows speakers to display information as slides, video and audio on a screen by using a personal computer, laptop, tablet and projector. Presentation software has become an important tool for most public speaking purposes. When presentation software is used effectively, audiences pay increased attention to speakers, understand main ideas better and retain information well.

The most creative aspect of language humour and it is one of the most important topics in the study of communication. This module also focuses on how humour can be used as a mechanism to enhance communication and build a healthy therapeutic relationship. Dr Patch Adams argues that caring is not a business transaction but a loving, creative, positive human interchange. This session is merely the first step.

MODULE 3: THE ART OF SPEECHWRITING
Speeches have always been one of history's most powerful forms of communication. They have always been and will continue to be, one of the greatest tools of message delivery. Although each speechwriter has a different purpose, what all great speechwriters have in common is a clear vision and clear message.

It is therefore vital to get speechwriting right as when it goes wrong it is at best, a lost opportunity and at worst, an unmitigated disaster. With such high stakes at a time where more speeches are required than ever before, as well as seen by thousands of people all around the world via social media outlets and video streaming platforms, the prospect of having to write and deliver one incites fear like little else.

This speechwriting module helps the learner to understand how to put together a compelling speech that powerfully communicates the message. With practical frameworks, case study analysis, and iterative practice, this training course on speechwriting helps learners to understand how to think about the different dimensions of the speechwriting process. Armed with that knowledge, they will be able to craft speeches that people remember.

Whereas in the first two modules the learner would have been exposed to the principles of effective communication and the art of delivering a speech or a presentation, this module presents the student with an opportunity to learn the intricacies of speech writing and to put what he/she would have learnt in practice.

ENTRY REQUIREMENTS
It is expected that participants have a good command of oral and written communication in English with a level of proficiency equivalent to at least MQF Level 3. Computer skills equivalent to at least an MQF Level 3 (eg ECDL) are also required since participants will be expected to make use of technology for public speaking, speechwriting and also for presentation skills which would entail the use of powerpoint etc.