

**Professional Grooming and  
Personality Development (303193252)**

Public Speaking: The Process of Communicating Information to an Audience

**1. Program Outcome**

- Develop effective verbal communication and presentation skills.
- Demonstrate confidence in delivering structured speeches.
- Exhibit professional ethics and interpersonal awareness.
- Apply critical and creative thinking in speech preparation.
- Communicate effectively across diverse professional environments.

**2. Course Outcome**

- Identify key elements of public speaking and its importance in professional growth.
- Analyze various speech patterns and delivery methods.
- Apply persuasive techniques to engage and influence audiences.
- Create and deliver structured and purposeful speeches.
- Evaluate one's own speaking performance for continuous improvement.

**3. Learning Objectives**

- Understand the purpose and process of public speaking.
- Explore different speech patterns and delivery methods.
- Learn the art of persuasion and effective communication.
- Develop confidence and stage presence during speeches.
- Improve clarity, tone, and body language while speaking.

## **Professional Grooming and Personality Development (303193252)**

### **4. Learning Outcomes**

- Demonstrate confidence in addressing an audience.
- Choose suitable speech patterns and delivery methods.
- Employ persuasive communication in professional settings.
- Construct and present impactful speeches for different purposes.
- Self-assess and refine their presentation techniques.

### **5. Importance of Public Speaking**

- Enhances confidence and leadership presence.
- Boosts career advancement opportunities.
- Strengthens communication and persuasion skills.
- Helps in personal branding and professional influence.
- Improves critical thinking and organization skills.

### **6. Main Content**

- Choosing Appropriate Pattern — Chronological, Problem-Solution, Cause-Effect, etc.
- Selecting Appropriate Method — Manuscript, Memorized, Impromptu, Extemporaneous.
- Art of Persuasion — Using ethos (credibility), pathos (emotion), and logos (logic).
- Making Speeches Effective — Clarity, structure, visual aids, and delivery.
- Delivering Different Types of Speeches — Informative, Persuasive, Ceremonial, and Motivational.

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### **7. Engagement Strategies (Based on Bloom's Taxonomy)**

Activity 1: Speech Pattern Sort – (Applying)

Students are given various speech topics and must choose the most suitable pattern and justify their choice.

Outcome: Learners apply conceptual understanding to real contexts.

Activity 2: Persuasive Speech Challenge – (Analyzing)

Groups craft a 2-minute persuasive speech to sell a product or promote an idea.

Outcome: Learners analyze persuasive elements and audience appeal.

Activity 3: Impromptu Speaking Circle – (Creating)

Students draw random topics and deliver short speeches on the spot.

Outcome: Learners create structured, confident responses under pressure.

### **8. Assessment**

- Formative Assessment: Observation, class participation, mini-speeches.
- Summative Assessment: 5-minute individual speech evaluation (rubric-based).
- Peer Assessment: Students provide constructive feedback on delivery and persuasion.
- Reflective Assessment: Students write a short reflection on their speaking improvement.

### **9. References**

- Carnegie, D. The Art of Public Speaking.
- Toastmasters International Resources.
- TEDx Talk Videos on Effective Communication.
- Business Communication by Meenakshi Raman & Prakash Singh.
- Freepik / Pexels for images.