

# **PUBLIC SPEAKING**

**IE University**

Professor: **NERINGA KALPOKAS MATULAITYTE**

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Academic year: 22-23

Degree course: FIRST

Semester: 1<sup>o</sup>

Category: **COMPULSORY**

Number of credits: 3.0

Language: English

## **PREREQUISITES**

## **SUBJECT DESCRIPTION**

This course introduces students to a practical, hands-on approach to effective public speaking - a cornerstone course in any Communications program. The objective is that students develop a personal style of public speaking that is confident, spontaneous, energetic, vocally and physically expressive and, above all, persuasive. Students will learn concepts and models of communication, how to adapt a speech for different occasions and audiences, how to effectively support ideas, how to select and organize materials in preparation for a speech, and how to utilize multimedia tools in presentations, among other skills.

Through exercises, speech presentations and individual coaching, students will learn how to present and develop a persuasive argument while maintaining an engaged audience. It is not enough to be an expert in a given field or topic: communicating and conveying messages are key ingredients to one's professional and personal success.

## **OBJECTIVES AND SKILLS**

? Research, outline/write and deliver speeches that inform, persuade or fulfill the needs of a special occasion in a logical and thorough way

? Deliver a variety of speeches (informative, persuasive, demonstrative, special occasions, etc.)

? Develop speech preparation and presentation techniques, audience awareness and self-awareness

? Develop and demonstrate verbal, nonverbal, and paralinguistic competencies through the research, preparation and delivery of presentations relevant to your audiences.

## **METHODOLOGY**

<b>Teaching methodology</b>	<b>Weighting</b>	<b>Estimated time a student should dedicate to prepare for and participate in</b>
Lectures	26.67 %	20 hours
Discussions	26.67 %	20 hours
Exercises	26.67 %	20 hours

Group work	0.0 %	0 hours
Other individual studying	20.0 %	15 hours
TOTAL	100.0 %	75 hours

## PROGRAM

### SESSIONS 1 - 2 (LIVE IN-PERSON)

#### Course Overview

Objective: Introduction to Public Speaking and Public Speaking Competencies. First examples of good and bad practices

Activities: Introductions (50 min) + review of course content, participation styles and evaluation (15 min), Q+A on course review (10 min) + lecture (40 min), critical viewing of selected videos (60 min) + lecture about basic skills and ways to improve selected speeches (20 min)

### SESSION 3 (LIVE IN-PERSON)

#### Analyzing an Audience & Preparing Your Speech

Objective: Learning to distinguish audiences and tailor speeches for different occasions.

Activities: Analysis of speeches by great public speakers - and not so great ones: Barack Obama, Angela Merkel, Martin Luther King, Gandhi, Desmond Tutu, Donald Trump, etc. (80 minutes). Practical group assignment (40 min) + Class debate (40 min)

### SESSION 4 (ASYNCHRONOUS)

Objective: Crafting Introduce Yourself speech & Persuasive speech

Activities: Students will prepare a first structure of both speeches and complete Quiz 1. Individual and peer coaching.

*Book Chapters: Read chapters 5, 6, 7, 8, 9 & 10 from book A concise public speaking handbook (Beebe, S. A., & Beebe, S. J., Boston: Pearson, 2018). [90 min] (See Bibliography)*

### SESSION 5 (LIVE IN-PERSON)

#### Analyzing an Audience & Preparing Your Speech

Objective: Learning to distinguish audiences and tailor speeches for different occasions.

Activities: Analysis of speeches by great public speakers - and not so great ones: Barack Obama, Angela Merkel, Martin Luther King, Gandhi, Desmond Tutu, Donald Trump, etc. (80 minutes). Practical group assignment (40 min) + Class debate (40 min)

### SESSIONS 6 - 7 (LIVE IN-PERSON)

## Types of Speech & Crafting a Speech & Personal branding

Objective: Understanding the different types of speech (according to its purpose: informative, persuasive, special occasions, etc.) and methods of preparing speeches in the most attractive format.

Pre-work: Preparation for Quiz 2

*Book Chapters: Read chapters 11, 12, 13, 15, 22, 23, 25 & 26 from book A concise public speaking handbook (Beebe, S. A., & Beebe, S. J., Boston: Pearson, 2018). [120 min] (See Bibliography)*

Activities: Video intro (10 min) + Viewing of videos (20 min) + Individual assignment (50 min) + Group discussions (50 min) + Speech delivery (30 min)

## SESSION 8 (ASYNCHRONOUS)

Crafting a speech

Objective: Preparing a first draft of Introduce Yourself Speech & Persuasive Speech

Activities: Individual and peer coaching. Quiz 3

*Book Chapters: Read chapters 16 & 18 from book A concise public speaking handbook (Beebe, S. A., & Beebe, S. J., Boston: Pearson, 2018). [120 min] (See Bibliography)*

## SESSIONS 9 - 10 (LIVE IN-PERSON)

Non-verbal and paralinguistic communication

Objective: You as a public speaker: how to make a good first impression, overcome fear & fight stress.

Pre-work: Viewing of 1 video: Your body language may shape who you are

Activities: Group exercises and peer review

*Book Chapters: Read chapters 17, 20 & 21 from book A concise public speaking handbook (Beebe, S. A., & Beebe, S. J., Boston: Pearson, 2018). (See Bibliography)*

## SESSION 11 (ASYNCHRONOUS)

Objective: Learn from the best speakers about the secrets to great public speaking

Pre-work: Viewing of 3 videos

M.D. : Public Speaking: Do's and Don'ts

M.D. : Disrupting Public Speaking | Laura Penn | TEDxEcoleHôtelièreLausanne

M.D. : TED's secret to great public speaking

Activities: Take away 1 page report

## SESSION 12 (LIVE ONLINE)

Delivering presentations through videoconference

Objective: learn how to master presentations online

Activities: Lecture (20 min) and critical discussion of provided examples in online class (60 min).

### **SESSION 13 (ASYNCHRONOUS)**

Speech delivery: individual coaching session

### **SESSION 14 (ASYNCHRONOUS)**

Objective: Record Introduce Yourself video

Activities: Students will record and edit a short individual presentation in front of the camera (1 minute each). Oriented peer group review of the completed recordings.

### **SESSION 15 (LIVE IN-PERSON)**

Speech delivery: persuasive speech (1min.) Contest in class.

### **SESSION 16 (LIVE IN-PERSON)**

Course wrap-up: conclusions, final tips, Q&A.

### **SESSIONS 17 - 18 (LIVE IN-PERSON)**

Speech delivery: persuasive speech (1 minute). Final contest.

### **BIBLIOGRAPHY**

#### **Compulsory**

- Beebe, S. A., & Beebe, S. J.. (2018). *A concise public speaking handbook*. Pearson. ISBN 0134380908 (Digital)

### **EVALUATION CRITERIA**

<b>Criteria</b>	<b>Percentage</b>	<b>Comments</b>
Participation and performance in the general discussions	15 %	
Individual Work	50 %	
Final Speech	35 %	

You can improve your grade deciding to select one of the great public speakers and prepare a short presentation in class presenting your analysis. If you decide to do an extra credit assignment, you need to communicate your decision to the professor by session 5.

**RE-SIT / RE-TAKE POLICY** Each student has four (4) chances to pass any given course distributed over two (2) consecutive academic years. Each academic year consists of two calls: one (1) ordinary call (during the semester when the course is taking place); and one (1) extraordinary call (or “re-sit”) in June/July. Students who do not comply with the 70% attendance requirement in each subject during the semester will automatically fail both calls (ordinary and extraordinary) for that Academic Year and have to re-take the course (i.e., re-enroll) during the next Academic Year. Regarding to the newly implemented ‘liquid learning’ model, all students must still abide by the same IEU attendance policy, including those students who are connecting remotely to class sessions and not physically in the classroom because they are unable to be physically in Spain, on campus. During the sessions, students connecting remotely are required to fully connect their camera and microphone at all times, and must actively participate during the sessions (using all necessary audiovisual equipment), just as their fellow peers who are physically present in the classroom on campus.

The Extraordinary Call Evaluation criteria will be subject to the following rules:

? Students failing the course in the ordinary call (during the semester) will have to re-sit evaluation for the course in June / July (except those students who do not comply with the attendance rule, and therefore will not have that opportunity, since they will fail both calls and must directly re-enroll in the course during the next Academic Year).

? It is not permitted to change the format nor the date of the extraordinary call exams or deadlines under any circumstance. All extraordinary call evaluation dates will be announced in advance and must be taken into consideration before planning the summer (e.g. internships, trips, holidays, etc.)

? The June/July re-sit will consist of a comprehensive evaluation of the course.

Your final grade for the course will depend on the performance in this exam or evaluation only. I.e., continuous evaluation over the semester (e.g. participation, quizzes, projects and/or other grade components over the semester) will not be taken into consideration on the extraordinary call. Students will have to achieve the minimum passing grade of 5 and the maximum grade will be capped at 8.0 (out of 10.0) – i.e., “notable” in the extraordinary call. ? Re-takers: Students who failed the subject on a previous Academic Year and are now re-enrolled as re-takers in a course will need to check the syllabus of the assigned professor, as well as contact the professor individually, regarding the specific evaluation criteria for them as re-takers in the course during that semester (ordinary call of that Academic Year). The maximum grade that may be obtained as a retaker during the ordinary call (i.e., the 3rd call) is 10.0 (out of 10.0). After exams and other assessments are graded by the professor (on either the ordinary or extraordinary call), students will have a possibility to attend a review session (whether it be a final exam, a final project, or the final overall grade in a given course). Please be available to attend the session in order to clarify any concerns you might have regarding your grade. Your professor will inform you about the time and place of the review session. ! Students failing more than 18 ECTS credits after the June/July re-sits will be asked to leave the Program. Please, make sure to prepare yourself well for the exams in order to pass your failed subjects.

## **PROFESSOR BIO**

Professor: **NERINGA KALPOKAS MATULAITYTE**

E-mail: [nkalpokaite@faculty.ie.edu](mailto:nkalpokaite@faculty.ie.edu)

**Dr. Neringa Kalpokas Matulaityte**

Dr. Kalpokas Matulaityte is an expert in organizational behavior, especially in leadership and effective public speaking. She completed her Ph.D. in organizational and social psychology at the Complutense University of Madrid, for which she received unanimous Cum Laude recognition. Currently, she teaches organizational behavior at IE Business School (Madrid, Spain). In 2015, she received the Best Professor of Psychology award at IE University and in 2016, 2017, 2018 and 2021 she received the award for teaching excellence in Organizational Behavior and Public Speaking. Moreover, she is the founder and CEO of NkQualitas, in which she provides professional training and consultation services for improving on effective leadership, public speaking, and qualitative research alongside collaborating as the Director (Training and Partnerships) with ATLAS.ti Scientific Software Development GmbH. In addition to this, she is the founder and president of the International Institute for Charismatic Leadership, which aims to foster charismatic leaders by providing a diverse space for continuous learning, sharing knowledge, and creating new ideas and trends in order to expand leadership in our society. She is also regularly invited as a guest speaker at various academic and governmental institutions, including the Higher Council for Scientific Research, Harvard University, and the Ministry of Education of Spain. Her recent accomplishments include publishing research on a new framework for understanding political and business leadership (based on personal interviews with the most important politicians and business leaders from all around the world. She also published research on leadership, teaching organizational behavior and qualitative research. In addition to continually expanding and refining her knowledge through research, she regularly presents and collaborates in international conferences, meetings, and the Harvard Club in Spain.

#### Experience

Professor, IE University (Spain)

Director (Training and Partnerships), ATLAS.ti Scientific Software Development GmbH (Germany)

CEO and Founder, NkQualitas

Visiting Researcher, Harvard University (U.S.A.)

Manager for Europe and Latin America, ATLAS.ti Scientific Software Development GmbH (Germany)

Member of Editorial Advisory Board, Journal of New Approaches in Educational Research

Vice President, Toastmasters International

Researcher, Complutense University Research Group GHISTRI (Spain)

Honorary Collaborator, Complutense University (Spain)

#### Education

Ph.D. in Social Psychology, Complutense University of Madrid (Spain) Visiting Researcher at Harvard University

Certificate of Advanced Studies, Complutense University of Madrid (Spain) BA in Political Science, University of Klaipeda (Lithuania)

## OTHER INFORMATION

### Office hours:

I am available to meet with you by appointment. Please write an email where you should outline the objectives of the meeting, and the points/questions/doubts, which you would like to discuss during the meeting. It is very important to write the email with all your doubts in order to have a more effective and efficient meeting.

### Email:

If you have a small doubt and need to resolve quickly and not necessary in person, you are welcome to write an email with your doubts and clear questions. I will try to respond to you within 48 hours (please keep in mind that after 6.00p.m. or on weekends it ?s likely that I am not checking my emails).

Email: [nkalpokas@faculty.ie.edu](mailto:nkalpokas@faculty.ie.edu)

1. Be on time: Students arriving more than 5 minutes late will be marked as “Absent”.

Only students that notify in advance in writing that they will be late for a specific session may be granted an exception (at the discretion of the professor).

2. If applicable, bring your name card and strictly follow the seating chart. It helps faculty members and fellow students learn your names.

3. Do not leave the room/video conference during the lecture: Students are not allowed to leave the room/video conference during lectures. If a student leaves the room(laptop) during lectures, he/she will not be allowed to re-enter and, therefore, will be marked as “Absent”.

Only students that notify that they have a special reason to leave the session early will be granted an exception (at the discretion of the professor).

4. Do not engage in side conversation. As a sign of respect toward the person presenting the lecture (the teacher as well as fellow students), side conversations are not allowed. If you have a question, raise your hand and ask it. If you do not want to ask it during the lecture, feel free to approach your teacher after class.

If a student is disrupting the flow of the lecture, he/she will be asked to leave the classroom and, consequently, will be marked as “Absent”.

5. Use your laptop for course-related purposes only. The use of laptops during lectures must be authorized by the professor. The use of Social Media or accessing any type of content not related to the lecture is penalized. The student will be asked to leave the room and, consequently, will be marked as “Absent”.

6. No cellular phones: IE University implements a “Phone-free Classroom” policy and, therefore, the use of phones, tablets, etc. is forbidden inside the classroom. Failing to abide by this rule entails expulsion from the room and will be counted as one absence.

7. Escalation policy: 1/3/5. Items 4, 5, and 6 above entail expulsion from the classroom and the consequent marking of the student as “Absent.” IE University implements an “escalation policy”:

The first time a student is asked to leave the room for disciplinary reasons (as per items 4, 5, and 6 above), the student will incur one absence, the second time it will count as three absences, and from the third time onward, any expulsion from the classroom due to disciplinary issues will entail 5 absences.

#### Attendance, Informed Participation, and Contribution to the Learning Atmosphere (20%)

You are expected to come to class. It is mandatory to attend 70% of the classes. Students who do not comply with this percentage of attendance lose the 1st and 2nd exams and go directly to the 3rd one.

Beyond simply showing up, participation in class discussions and activities is an important component of this course. Recall that listening carefully is as important a component of participation as speaking. Please be aware of your own style of participation: if you find it difficult to speak up in class, push yourself to do so. If you realize you tend to dominate discussions, make a point of listening to others.

Your participation grade at the end of the semester will be based cumulatively on your contributions over the course of the semester. Participation is graded using the criteria below. It looks complicated, but in practice it comes down to this: you should expect to receive below a 7 if you

miss more than 4 sessions; come to class consistently unprepared; are disruptive (this includes having to be repeatedly asked to put away devices or pay attention); do not participate at all or do not do so in a positive, thoughtful, and considerate way; or in any other way do not contribute positively to the learning atmosphere. To receive a 7 or above you must come to class consistently prepared and contribute thoughtfully and positively to class activities and discussions. The difference between a 7 and a 10 is based on the level of analysis, thoughtfulness, responsiveness, and originality in your contributions, as well as your respect for the contributions of others. The average level of participation usually satisfies the criteria for a "7", which would correspond to a "B".

