



INTRODUCTION TO WRITING SPEECHES AND PRESENTATIONS

Description

Designed for people who want to develop skills in preparing speeches and presentations, this course covers the three basic types of speeches (Narrative, Informative, and Persuasive) and how to write them. Coursework focuses on the anatomy of a speech, the three basic types of speeches and the elements that go into making each one effective. Also, it touches on visual aids and what speech writers need to learn about their audience in order to write a speech that impacts on the audience. Students will get the opportunity to write three speeches and have them critiqued by the instructor. In addition, students will read two famous speeches and look at how the wording helps them to get their message.

Outcome

Upon completion of this course, students will be able to:

- Write a narrative speech
- Write an informative speech and understand the pros and cons of using certain visual aids
- Write a persuasive speech and understand what motivates people and how to apply that to their speeches
- Understand how word choice can make a speech more effective

In the first week, we'll set the foundation for the rest of the lessons. We'll look at the basic speech format, the Anatomy of a Speech:

- Opening
- Body
- Closing

In addition, we'll talk about the different methods used in delivering speeches and things to consider if you're writing a speech for someone else. Students can learn a lot by looking at the work of successful speechmakers. With that in mind, for homework students will read Martin Luther King Jr.'s "I Have A Dream" speech and JFK's Inaugural address. They'll be asked to write down what made the text memorable and to give examples.

Different types of speeches and how they are constructed will be covered. Students will be asked to write a 3 minute narrative speech introducing themselves to the class. The lesson will cover creating the informative speech including research, facts, and figures and the use of visual aids. The use of Powerpoint will be covered; students will write a 3 - 4 minute speech telling the audience about a hobby, their job, etc.; students will be asked to mention any visual aid(s) that they think could be used to enhance the message. Aristotles' Powers of Persuasion and Maslow's Hierarchy of Needs will be discussed. In addition, we'll discuss Toastmasters International and the resources it offers people interested in improving their public speaking skills; students will write a 3 - 4 minute speech which should convince the audience to take a certain course of action.

DURATION: 12 Hours (90 days access)

Delivery method: Online

Cost: \$23,000.00

Certificate: Clemson University/Chattanooga State College

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