

Syllabus

Course Description

Course Title	Public speaking
Course Code	17312
Course Title Additional	
Scientific-Disciplinary Sector	L-ART/07
Language	German; Italian
Degree Course	Bachelor in Communication Sciences and Culture
Other Degree Courses (Loaned)	
Lecturers	<p>Prof. Giulia Gabrielli, Giulia.Gabrielli@unibz.it https://www.unibz.it/en/faculties/education/academic-staff/person/17922</p> <p>Dott. Mag. Franziska Guggenbichler Beck, Franziska.GuggenbichlerBeck@unibz.it https://www.unibz.it/en/faculties/education/academic-staff/person/48885</p>
Teaching Assistant	
Semester	First semester
Course Year/s	all
CP	2
Teaching Hours	20
Lab Hours	0
Individual Study Hours	30
Planned Office Hours	6
Contents Summary	Especially in communication and cultural professions, a compelling presence and engaging communication are of central importance. The course provides theoretical foundations but primarily focuses on practical skills through a variety of hands-on training sessions.
Course Topics	<p>Bodylanguage.</p> <p>Voice, breath support, resonance, volume.</p>

	<p>Eye contact.</p> <p>Nonverbal and paraverbal communication.</p> <p>Facial expressions, gestures, and movement in space.</p> <p>The importance of emotions and intentions.</p> <p>The dramaturgical design of speech.</p> <p>Stage training.</p> <p>Examples of current speakers.</p> <p>Introduction and conclusion of a speech.</p> <p>Stage fright and stress management.</p>
Keywords	Public speaking; voice training; body language; readings
Recommended Prerequisites	
Propaedeutic Courses	/
Teaching Format	Lecture with hands-on exercises.
Mandatory Attendance	In accordance with the regulation
Specific Educational Objectives and Learning Outcomes	<p>Students should be able to speak effectively and confidently in front of an audience. They are encouraged to express themselves on various topics and in different formats, such as presentations, reading samples, and spontaneous speeches.</p> <p>Students should acquire well-founded academic knowledge and a deep understanding of the learning content covered. Furthermore, they should be able to demonstrate their professional competence in the field of public speaking — at a level that goes beyond commonly available knowledge and mere comprehension.</p> <p>The knowledge and understanding of the scientific foundations of the subject area should enable students to deepen their expertise. In addition, they should be empowered to directly apply key theories, principles, and methods in professional practice.</p> <p>The aim of the course is to equip students with the ability to critically analyze and interpret relevant information — not only in relation to the course content. They should be able to make well-founded judgments about their own presentations as well as those of others, and independently shape new learning processes.</p> <p>Students should be able to communicate the acquired content and</p>

	<p>resulting conclusions clearly and effectively, engage in high-level discussions with others, and work collaboratively in teams.</p> <p>Through the course, the acquired knowledge is deepened via numerous practice opportunities and group feedback, fostering autonomous self-reflection and teamwork.</p>
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	<p>Oral examination.</p> <p>The assessment is based on various performances in both languages (e.g., prepared short speeches, reading exercises, etc.) delivered during the course sessions. Additionally, on the day of the exam, students are required to give a presentation in a freely chosen language (German or Italian).</p>
Evaluation Criteria	<p>The presentation will be evaluated based on posture and breathing, clear pronunciation, effective use of vocal techniques and preparation of the presented texts, as well as text comprehensibility.</p>
Required Readings	None
Supplementary Readings	
Further Information	
Sustainable Development Goals (SDGs)	Quality education, Good health and well-being