

ECTS - Instituto Superior de Contabilidade e Administração do Porto

Degree: International Mobility Programmes

Course: Falar em Público

Academic Year: 2015/2016

Academic year: 2

Number of Credits (ECTS): 2.0

Term: Winter Semester

Attendance: Mandatory

Course Responsible Teacher: Doutora Zita Romero

Objectives:

Students will prepare and deliver a forceful public speech.
Students will manage and retain audience attention.
Fluent, reasoned, systematic expression of ideas in written and orally,
Ability to work in a team
To gather, analyze, systemize and interpret information,
To apply it in project or individual activities,
Ability to foresee, draw conclusions.

Syllabus:

Public speaking.
Conception and history of public speaking.
Types of public speeches.
Stages of pre-communication phase.
Analysis of the audience. Sources of material.
Planning the speech.
Application of non-verbal communication means.
Strategies of stress management.
Communication phase.
Direction and retaining of attention, management of the audience.
Ways of rendering the content.
Rhetorical means. Humour.
Visual aids.

Objectives:

Oral Exposing of subjects
Active Methodologies of learning:
- Work in team
- Individual work
- Role playing

Assessment Methods:

After each topic there will be a small exercise done by all students.
Continuous Assessment with three moments of evaluation.
Final Assessment

References:

ATKINSON, Max. (2004.) Lend me your ears. Vermilion (London).
PERLAM, Alan M. PhD. (2006). Perfect Phrases for Executive Presentations. London: McGrawHill.
FREITAS, Jorge. (2011). 7 Segundos # a arte de falar em público. Porto, Porto Editora.
2007 Gibbons, Barry. Comunicar com êxito (52 ideias brilhantes). Porto: Porto Editora.
OLIVEIRA, Custódio. (2011). Governar é comunicar. Porto, Omnisinal Ed.
<http://study.com/academy/lesson/public-speaking-as-a-communication-process.html>
<http://2012books.lardbucket.org/books/a-primer-on-communication-studies/s01-02-the-communication-process.html>
<https://www.youtube.com/watch?v=xmADMB2utAo>

Doutora Zita Romero

S. Mamede Infesta, 11 de Novembro de 2015