

Course Title: Stage & Influence: Mastering Public Speaking and Social Media

Course Duration: 30 hours

Course Designed by: Michelle D'Mello & Amita Naik

Objectives:

1. To develop confidence and competence in public speaking on stage.
2. To master the art of compering events and delivering social speeches.
3. To understand and apply effective techniques for communication as an influencer on social media platforms.

Learning Outcomes: By the end of this course, participants will be able to:

- Demonstrate effective vocal delivery, body language, and eye contact in public speaking scenarios.
- Structure and deliver engaging introductions, transitions, and conclusions as a compere.
- Craft and deliver impactful social speeches, including votes of thanks and toasts.
- Develop and maintain a personal brand on social media platforms.
- Create compelling content using storytelling, authenticity, and visual elements for social media.
- Engage with and influence audiences through various social media channels

Course Units and Contents:

1. Introduction to Public Speaking (4 hours)

- Understanding the importance of effective communication on stage (2 hours)
- Basic principles of vocal delivery, body language, and eye contact (2 hours)

2. Compering Skills (6 hours)

- Role and responsibilities of a compere (1 hour)
- Structuring an event: introductions, transitions, and conclusions (2 hours)
- Techniques for engaging the audience and maintaining energy (2 hours)
- Practice sessions: hosting mock events and receiving feedback (1 hour)

3. Social Speeches (8 hours)

- Crafting a Vote of Thanks (2 hours)
 - Purpose and structure
 - Acknowledging key contributors and expressing gratitude
- Raising a Toast (2 hours)
 - Techniques for delivering a memorable toast
 - Understanding appropriate occasions and cultural nuances
- Practical exercises and rehearsals (4 hours)

4. Communicating as an Influencer (8 hours)

- Introduction to social media as a platform for influence (1 hour)
- Developing a personal brand and identifying target audience (2 hours)
- Content creation strategies: storytelling, authenticity, and visual elements (3 hours)
- Leveraging platforms: Instagram, YouTube, TikTok, etc. (2 hours)

5. Advanced Techniques in Public Speaking (4 hours)

- Advanced vocal techniques: modulation, pacing, and emphasis (1 hour)
- Using humor and storytelling to captivate an audience (1 hour)
- Handling Q&A sessions effectively (1 hour)
- The art of persuasive speaking: influencing opinions and actions (1 hour)

6. Practical Applications and Final Project (4 hours)

- Mock presentations and performances (3 hours)
- Peer and instructor feedback sessions (1 hour)

Pedagogy:

- Lectures
- Group Discussions/Speaking Activities
- Multimedia Presentations
- Interactive Sessions for Peer Learning