

Unit code:	KCD103
Credit points:	12
Equivalent:	KCB213, KCB103, CCB203

Disclaimer - Offer of some units is subject to viability, and information in these Unit Outlines is subject to change prior to commencement of the teaching period.

Overview

This unit emphasises both theory and practice of effective speech and interpersonal communication. You will be introduced to the theories and concepts of persuasion and the use and performance of language, which are interrelated to promote understanding and development of your communication skills in the context of presentations. An integral part of entrepreneurship and leadership, you will become articulate and strategic presenters in a range of contexts, including professional and personal presentations that focus on audience engagement and guidance. As a speaker and presenter, you will also build skills of self-awareness that allows for self-critique and continued growth.

Learning Outcomes

On successful completion of this unit you will be able to:

1. Demonstrate and present material in a professional and persuasive manner, both oral and written.
2. Discuss and analyse the rhetorical bases of persuasive speaking underpinning the choices a speaker makes in public presentations whether in a live situation or via the media.
3. Reflect on and appraise individual oral communication skills in both interpersonal and public contexts.

Content

The unit draws from the following areas:

- Meaning-making and the reality of construction.

Theories of persuasion

- Theories of persuasion.

- Preparing for speaking - persuasive strategies.

- Persuasion in action - practical critiques.

- The big picture - image management.

- Verbal and non-verbal languages.

Learning Approaches

This unit takes a blended approach to learning and teaching. You will be provided with both eContent and timetabled activities such as tutorials, workshops and practicals. eContent will be clearly identified on your Canvas site for you to engage with on a weekly basis before your classes. eContent could include videos, readings, self-reflection and/or peer activities designed to enhance your learning experience. During the timetabled activities, the unit coordinator and/or your tutor will further explain content and you will be provided with opportunities to explore this content in a collaborative learning environment. After your weekly classes, you should continue to engage with unit resources to ensure you consolidate your understanding of unit content. Teaching team members will also be available for one-on-one consultations to assist you with your learning journey

Feedback on Learning and Assessment

Students will receive feedback in various forms throughout the semester which may include:

- *Informal*: worked examples, such as verbal feedback in class, personal consultation
- *Formal*: in writing, such as checklists, rubrics, written commentary
- *Direct*: to individual students, either in written form or in consultation
- *Indirect*: to the whole class

Assessment

Overview

There are two oral and two written assignments for this unit where you will demonstrate your developing capabilities regarding the theory and practice of speech and interpersonal communication. There is an oral presentation and reflection; and an exercise in rhetorical analysis, which includes a short oral presentation.

Modification to assessment may be required based on mode of study.

Unit Grading Scheme

7- point scale

Assessment Tasks

Assessment: Short Oral Rhetorical Analysis

You will rhetorically analyse a selected speech and present your findings to the class through a short oral presentation.

Weight: 10

Length: 3 minutes

Individual/Group: Individual

Due (indicative): Week 6

Related Unit learning outcomes: 1, 2

Assessment: Written Rhetorical Analysis

You will view a recorded professional speech or presentation which you will rhetorically analyse in a take home examination.

Weight: 40

Length: 1500 words (+/- 10%)

Individual/Group: Individual

Due (indicative): Week 8

Related Unit learning outcomes: 1, 2, 3

Assessment: Persuasive Oral Presentation

You will be required to prepare and present a powerfully persuasive oral presentation to your tutor and peers.

Weight: 40

Length: 5 - 7 minutes

Individual/Group: Individual

Due (indicative): Week 12 & 13

Related Unit learning outcomes: 1, 2

Assessment: Written Reflection

You will be required to submit a written reflection for your persuasive speech and the ideas that underpin effective communication.

This is an assignment for the purposes of an extension.

Weight: 10

Length: 400 words

Individual/Group: Individual

Due (indicative): Week 12 & 13

Related Unit learning outcomes: 1, 2, 3

Academic Integrity

Academic integrity is a commitment to undertaking academic work and assessment in a manner that is ethical, fair, honest, respectful and accountable.

The [Academic Integrity Policy](#) sets out the range of conduct that can be a failure to maintain the standards of academic integrity. This includes, cheating in exams, plagiarism, self-plagiarism, collusion and contract cheating. It also includes providing fraudulent or altered documentation in support of an academic concession application, for example an assignment extension or a deferred exam.

You are encouraged to make use of QUT's learning support services, resources and tools to assure the academic integrity of your assessment. This includes the use of text matching software that may be available to assist with self-assessing your academic integrity as part of the assessment submission process.

Breaching QUT's [Academic Integrity Policy](#) or engaging in conduct that may defeat or compromise the purpose of assessment can lead to a finding of student misconduct ([Code of Conduct – Student](#)) and result in the imposition of penalties under the [Management of Student Misconduct Policy](#), ranging from a grade reduction to exclusion from QUT.

Resources

KCD103_24CTP2_Strategic speech

Week	Workshop	Tutorial	Assessment
Week 1	Unit overview and expectations	No tutorial	
Week 2	Persuasive theories	Ethos, pathos, logos Speaking task 1	
Week 3	Audience analysis	Audience wants and needs	

		Speaking task 2	
Week 4	Argument structure	Claim, evidence, and reasons Speaking task 3	
Week 5	Persuasive and descriptive language A1 intensive	Using language to engage Speaking task 4	
Week 6	A1 intensive	A1 oral presentations	A1 - Oral presentation due
Week 7	Your A2 written analysis	Your A2 and reflection	
Week 8	Visual persuasion	Visual storytelling and A2 intensive	A2 Written Analysis due
Week 9	Speaking to engage	Voice workshops and your A3 topic	
BREAK	BREAK	BREAK	BREAK
Week 10	Non-verbal communication	A3 planning and message	
Week 11	Your A3 speech plan	A3 structure and intros	
Week 12	A3 practice and consultation	A3a presentations	A3a presentations due
Week 13	A3 practice and consultation	A3a presentations	A3a presentations due A3b Written Reflection due

Assignments are weighted by group:

Group	Weight
Assignments	0%
Assignment 1	10%
Assignment 2	40%
Assignments 3a	40%

Group	Weight
Assignment 3b	10%
Total	100%