

GENERAL EDUCATION, KMITL

COURSE SYLLABUS

Course Code	96644044	Course Title	Best Speech				
Total Credits	3 (3-0-6)	Semester / Year of Study	2/2567	Section		Date- Time	
Course Description (English)	Study Human communication processes. Practice of verbal and non-verbal communication, how to structure and organize information to present in various situation, physical and vocal skills includes techniques in controlling speech anxiety.						
Course Coordinator							
Course Instructors	Alisa Thammachak						
Teaching Assistant (if any)							
Counselling Schedule				Teaching Language	<input type="checkbox"/> Thai <input checked="" type="checkbox"/> English <input type="checkbox"/> Others, please specify.....		
Website or Online Teaching Method (if any)							

Course Learning Outcome

1. Students understand the principles of communication.
2. Students understand the importance of building credibility as a speaker.
3. Students can analyze and connect with the target audiences.
4. Students can design the interesting and impressive contents.
5. Students can use the verbal and nonverbal communication appropriately.
6. Students can develop their communication personality to enhance their speech.
7. Students can design the effective visual aid to support their presentation.
8. Students understand the principles of managing anxiety in communicating both in front of live audiences and in front of a camera.

General Education Learning Outcome: GE-LO	
GE-LO	Value
<input checked="" type="checkbox"/> GE-LO-1 Analytical and Critical Thinking	1
<input type="checkbox"/> GE-LO-2 Complex Problem Solving	
<input checked="" type="checkbox"/> GE-LO-3 Creativity	1
<input checked="" type="checkbox"/> GE-LO-4 Interpersonal Skills	2
<input type="checkbox"/> GE-LO-5 Integrity and Perseverance	
<input checked="" type="checkbox"/> GE-LO-6 Active Learning and Learning Strategies	2
<input checked="" type="checkbox"/> GE-LO-7 Resilience, Stress Tolerance and Flexibility	2
<input checked="" type="checkbox"/> GE-LO-8 Leadership and Social Influence	1
<input checked="" type="checkbox"/> GE-LO-9 Communication	5
<input type="checkbox"/> GE-LO-10 Entrepreneurship and Startup	
<input type="checkbox"/> GE-LO-11 Digital Quotient Literacy and Digital Media Production	1
Total Value	<u>15</u>
Career Readiness Modules	
<input checked="" type="checkbox"/> Employee <input checked="" type="checkbox"/> Self-employed <input checked="" type="checkbox"/> Business Owner <input type="checkbox"/> Investor <input type="checkbox"/> None	

Teaching Plan and Evaluation Plan

Week	Topic/Sub-topic	Activities	Notes
1	Class Introduction <u>Activity(1):</u> Self introduction	Lecture & activity	Individual activity
2	Introduction to Best Speech Well Audience Analysis	Lecture & activity	
3	All About Verbal and Non-verbal Communication	Lecture & activity	
4	Personality Development Manage Your Anxiety	Lecture & activity	
5	<u>Activity(2):</u> Impromptu Speech	Activity	Individual activity
6	Persuasive Communication Techniques	Lecture & activity	
7	<u>Activity(3):</u> The anatomy of a great speech	Activity	Group activity
8	Speaking in Mass Media	Lecture & activity	
9	Midterm Examination (20-26 Jan)		
10	<u>Activity:</u> Manuscript Speech	Activity	Group activity
11	Storytelling & Storyboard	Lecture & activity	
12	<u>Project:</u> Pitching 1	Activity	Group activity
13	<u>Project:</u> Pitching 2	Activity	Group activity
14	<u>Project:</u> Pitching 3	Activity	Group activity
15	<u>Project:</u> Pitching 4 (<u>Project Presentation</u>)	Activity	Group activity

Evaluation Plan

Assessment Activities	Value	Score	Week of Evaluation	Notes
1. Attendance	1	4	Semester	Punctuality (later than 9 A.M. or 1 P.M. is considered late) More than 1 hour late is considered absence More than 3 absences = fail the course
2. Participation	1	4	Semester	
3. Activity(1): Self introduction	1	4	Week 1	
3. Activity(2): Impromptu Speech	2	8	Week 5	<u>Individual activity</u> Students improvise the short speech on a given topic to the target audiences within 30 seconds. No participation = 0 score
4. Activity(3): Manuscript Speech	2	12	Week 7	<u>Group activity</u> Divide into groups of 10 people. Practice reading the assigned news/announcements (Each group will receive different news/announcements), in which every member of the group reads the news/announcements to their group members one by one. Then choose 1 group representative to read the news/announcements in front of the class. No participation / no group = 0 score
5. Activity(4): The anatomy of a great speech	3	8	Week 10	<u>Group Activity</u> Divide into groups of 4 people. Select a speaking video clip (no-longer 3 minutes) of the speaker you are interested in. Analyze the speech by using the 3 appeals and 5 canons of Rhetoric principles. 10 minutes group present, including designing the presentation materials. All group members participate in the presentation in front of the class. No participation / no group = 0 score
6. Project: Digital Storytelling Media Production	5	20	Week 11-15	The group project consists of teams of 4 members, with the following grading criteria: <ol style="list-style-type: none"> 1. Storytelling Canvas Presentation – 4 points 2. Storyboard Presentation – 4 points 3. Project Progress Report – 4 points 4. Final Media Production Presentation – 8 points Each group will have 10 minutes to present , followed by 5 minutes for feedback . Important: Any group member who does not participate in the Pitching or misses the presentation day will receive 0 points .
Total	15	60		

Evaluation criteria

<input type="checkbox"/> Group-based								
<input checked="" type="checkbox"/> Standard-based								
Grade	A	B+	B	C+	C	D+	D	F
Score (60 points)	57-60	49-56.9	41-48.9	34-40.9	27-33.9	21-26.9	15-20.9	0-14.9
<input type="checkbox"/> Satisfactory/Unsatisfactory (S/U)								
Grade	S				U			
Score (60 points)	30-60				0-29.9			

Scoring criteria according to Assessment Plan

Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
1. Attendance (4 marks)	GE-LO 08	1	More than 13 times punctuality	10-12 times punctuality	7-9 times punctuality	7 times punctuality
2. Participation (4 marks)	GE-LO 04	1	More than 13 times participation	10-12 times participation	7-9 times participation	7 times participation
3. Activity: Self Introduction (4 marks)	GE-LO 09	1	Students can express themselves within the given time, present a unique identity, and create a memorable image at a <u>very good level</u> .	Students can express themselves within the given time, present a unique identity, and create a memorable image at a <u>good level</u> .	Students can express themselves within the given time, present a unique identity, and create a memorable image at a <u>moderate level</u> .	Students cannot express themselves within the given time, cannot present a unique identity, and create a memorable image at a <u>low level</u> .
4. Activity: Impromptu Speech (8 marks)	GE-LO 07	1	<p>Students can accept the faced situations. (1)</p> <p>Students can adapt to surrounding situations. (1)</p> <p>Students can handle the immediate situations well. (1)</p> <p>Students can confront pressure and stress. (1)</p>	<p><u>Students lack any of the qualifications between:</u></p> <p>Students can accept the faced situations. (1)</p> <p>Students can adapt to surrounding situations. (1)</p> <p>Students can handle the immediate situations well. (1)</p> <p>Students can confront pressure and stress. (1)</p>	<p><u>Students lack two qualifications between:</u></p> <p>Students can accept the faced situations. (1)</p> <p>Students can adapt to surrounding situations. (1)</p> <p>Students can handle the immediate situations well. (1)</p> <p>Students can confront pressure and stress. (1)</p>	<p><u>Unable to demonstrate resilience, stress tolerance and flexibility skills.</u></p>
	GE-LO 09	1		<u>Students lack any of the qualifications between:</u>	<u>Students lack two qualifications between:</u>	<u>Unable to demonstrate effective communication skills.</u>

Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
			Students can arrange the stories to create a concise and clear understanding within the allotted time. (1)	Students can arrange the stories to create a concise and clear understanding within the allotted time. (1)	Students can arrange the stories to create a concise and clear understanding within the allotted time. (1)	
			Students can design presentation content that is connected to the target audiences. (1)	Students can design presentation content that is connected to the target audiences. (1)	Students can design presentation content that is connected to the target audiences. (1)	
			Students use appropriate verbal language. (1)	Students use appropriate verbal language. (1)	Students use appropriate verbal language. (1)	
			Students use appropriate nonverbal language. (1)	Students use appropriate nonverbal language. (1)	Students use appropriate nonverbal language. (1)	
5. Activity: The anatomy of a great speech (8 marks)	GE-LO 01	1	Students can clearly identify important elements. (1)	<u>Students lack any of the qualifications between:</u> Students can clearly identify important elements. (1)	<u>Students lack two qualifications between:</u> Students can clearly identify important elements. (1)	<u>Unable to demonstrate analytical and critical thinking skills.</u>
			Students can logically connect each element. (1)	Students can logically connect each element. (1)	Students can logically connect each element. (1)	
			Students understand the concepts used in analysis. (1)	Students understand the concepts used in analysis. (1)	Students understand the concepts used in analysis. (1)	
			Students provide reliable reference support. (1)	Students provide reliable reference support. (1)	Students provide reliable reference support. (1)	

Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
	GE-LO 06	1	<p>Students plan and prepare. (1)</p> <p>Students manage their time and resources appropriately. (1)</p> <p>Students research and learn on their own. (1)</p> <p>Students can further apply. (1)</p>	<p><u>Students lack any of the qualifications between:</u></p> <p>Students plan and prepare. (1)</p> <p>Students manage their time and resources appropriately. (1)</p> <p>Students research and learn on their own. (1)</p> <p>Students can further apply. (1)</p>	<p><u>Students lack two qualifications between:</u></p> <p>Students plan and prepare. (1)</p> <p>Students manage their time and resources appropriately. (1)</p> <p>Students research and learn on their own. (1)</p> <p>Students can further apply. (1)</p>	<p><u>Unable to demonstrate active learning skills.</u></p>
6. Activity: Manuscript Speech (12 marks)	GE-LO 04	1	<p>Students can work with others respectfully. (1)</p> <p>Students participate in group activities and take responsibility for assigned tasks. (1)</p> <p>Students accept the group's rules and decisions. And respect to the opinions of others. (1)</p>	<p><u>Students lack any of the qualifications between:</u></p> <p>Students can work with others respectfully. (1)</p> <p>Students participate in group activities and take responsibility for assigned tasks. (1)</p> <p>Students accept the group's rules and decisions. And respect to the opinions of others. (1)</p>	<p><u>Students lack two qualifications between:</u></p> <p>Students can work with others respectfully. (1)</p> <p>Students participate in group activities and take responsibility for assigned tasks. (1)</p> <p>Students accept the group's rules and decisions. And respect to the opinions of others. (1)</p>	<p><u>Unable to demonstrate interpersonal management skills.</u></p>

Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
			Students have good social skills. Interact and connect with others. (1)	Students have good social skills. Interact and connect with others. (1)	Students have good social skills. Interact and connect with others. (1)	
	GE-LO 07	1	<p>Students can accept the faced situations. (1)</p> <p>Students can adapt to surrounding situations. (1)</p> <p>Students can handle the immediate situations very well (1)</p> <p>Students can confront pressure and stress. (1)</p>	<p><u>Students lack any of the qualifications between:</u></p> <p>Students can accept the faced situations. (1)</p> <p>Students can adapt to surrounding situations. (1)</p> <p>Students can handle the immediate situations very well (1)</p> <p>Students can confront pressure and stress. (1)</p>	<p><u>Students lack two qualifications between:</u></p> <p>Students can accept the faced situations. (1)</p> <p>Students can adapt to surrounding situations. (1)</p> <p>Students can handle the immediate situations very well (1)</p> <p>Students can confront pressure and stress. (1)</p>	<p><u>Unable to demonstrate resilience, stress tolerance and flexibility skills.</u></p>
	GE-LO 09	1	<p>Students can present the given news/announcements in the correct direction. (1)</p> <p>Students can communicate meaning correctly. (1)</p>	<p><u>Students lack any of the qualifications between:</u></p> <p>Students can present the given news/announcements in the correct direction. (1)</p> <p>Students can communicate meaning correctly. (1)</p>	<p><u>Students lack two qualifications between:</u></p> <p>Students can present the given news/announcements in the correct direction. (1)</p> <p>Students can communicate meaning correctly. (1)</p>	<p><u>Unable to demonstrate effective communication skills.</u></p>

Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
			Students can pronounce words correctly. (1) Students use pace, volume, and tone of voice to communicate appropriately. (1)	Students can pronounce words correctly. (1) Students use pace, volume, and tone of voice to communicate appropriately. (1)	Students can pronounce words correctly. (1) Students use pace, volume, and tone of voice to communicate appropriately. (1)	
7. Project: Digital Storytelling Media Production (20 marks)	GE-LO 03	1	Students are very creativity. Presenting Storytelling Canvas, telling stories with creativity, and freshness that no one has ever thought of before, making the audience interested at the highest level.	Students are creativity. Presenting Storytelling Canvas, telling stories with creativity, and expanding on existing stories from different perspectives, making the audience interested at the high level.	Students are creativity. Presenting Storytelling Canvas, developing existing stories but there are no different from the original, making the audience interested at the moderate level.	Students lack creativity. Presenting Storytelling Canvas, telling existing stories that are no different from the original, no new developments, making the audience interested at the low level.
	GE-LO 09	1	(1) Each scene has a complete sketch and caption. (2) Sketches and captions are consistent. (3) Can time each scene in a consistent manner between sketches, captions and	<u>Students can use at least 2 communication principles to convey Storyboard appropriately.</u> (1) Each scene has a complete sketch and caption. (2) Sketches and captions are consistent. (3) Can time each scene in a consistent manner between sketches, captions and	<u>Students can use at least 1 communication principles to convey Storyboard appropriately.</u> (1) Each scene has a complete sketch and caption. (2) Sketches and captions are consistent. (3) Can time each scene in a consistent manner between sketches, captions and	<u>unable to use communication principles to convey Storyboards appropriately.</u> (1) Each scene has a complete sketch and caption. (2) Sketches and captions are consistent. (3) Can time each scene in a consistent manner between sketches, captions and

Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
			content within the allotted 3-5 minutes.	content within the allotted 3-5 minutes.	content within the allotted 3-5 minutes.	content within the allotted 3-5 minutes.
	GE-LO 06	1	<p>Students have an active learning attitude in reporting progress <u>in all 3 areas:</u></p> <p>(1) can appropriately adjust content according to suggestions.</p> <p>(2) are open to listening to suggestions.</p> <p>(3) can appropriately manage time for reporting progress.</p>	<p>Students have an active learning attitude in reporting progress <u>in at least 2 areas.:</u></p> <p>(1) can appropriately adjust content according to suggestions.</p> <p>(2) are open to listening to suggestions</p> <p>(3) can appropriately manage time for reporting progress.</p>	<p>Students have an active learning attitude in reporting progress <u>in at least 1 area:</u></p> <p>(1) can appropriately adjust content according to suggestions.</p> <p>(2) are open to listening to suggestions.</p> <p>(3) can appropriately manage time for reporting progress.</p>	<p><u>Students do not have an active learning attitude in reporting progress.</u></p> <p>(1) cannot appropriately adjust content according to suggestions.</p> <p>(2) are not open to listening to suggestions.</p> <p>(3) cannot appropriately manage time for reporting progress.</p>
	GE-LO 09	1	<p><u>Students can demonstrate appropriate use all 4 communication principles in their presentations.</u></p> <p>(1) Can organize and present a sequence of stories to create understanding concisely and clearly within the given time.</p> <p>(2) Can design presentation content that is appropriate and connects with the audience.</p>	<p><u>Students can demonstrate appropriate use of at least 3 communication principles in their presentations.</u></p> <p>(1) Can organize and present a sequence of stories to create understanding concisely and clearly within the given time.</p> <p>(2) Can design presentation content that is appropriate and connects with the audience.</p>	<p><u>Students can demonstrate appropriate use of at least 2 communication principles in their presentations.</u></p> <p>(1) Can organize and present a sequence of stories to create understanding concisely and clearly within the given time.</p> <p>(2) Can design presentation content that is appropriate and connects with the audience.</p>	<p><u>Students can demonstrate appropriate use of at least 1 communication principle in their presentations.</u></p> <p>(1) Can organize and present a sequence of stories to create understanding concisely and clearly within the given time.</p> <p>(2) Can design presentation content that is appropriate and connects with the audience.</p>

Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
			<p>(3) Can choose appropriate and creative language or speech.</p> <p>(4) Can choose body language in presenting appropriately to the topic and audience.</p>	<p>(3) Can choose appropriate and creative language or speech.</p> <p>(4) Can choose body language in presenting appropriately to the topic and audience.</p>	<p>(3) Can choose appropriate and creative language or speech.</p> <p>(4) Can choose body language in presenting appropriately to the topic and audience.</p>	<p>(3) Can choose appropriate and creative language or speech.</p> <p>(4) Can choose body language in presenting appropriately to the topic and audience.</p>
	GE-LO 11	1	<p><u>Digital media production has a complete storytelling process. There is a complete storyline in all 3 parts: introduction, body, and conclusion. And the following media components:</u></p> <p>(1) The combination of images/movies is very good consistent.</p> <p>(2) The narration is loud, clear, and there is no noise that is an obstacle to communication.</p> <p>(3) The accompanying music makes the work most interesting.</p> <p>(4) The subtitles are continuous throughout the work.</p>	<p><u>Digital media production has an almost complete storytelling sequence. There are at least 2 out of 3 parts. And the following media elements:</u></p> <p>(1) The combination of images/movies is good consistent</p> <p>(2) The narration is loud and clear with some noise.</p> <p>(3) The background music makes the work very interesting.</p> <p>(4) The subtitles under the clips are almost continuous throughout the work.</p>	<p><u>Digital media production has an almost incomplete storytelling sequence, with at least 1 out of 3 parts. And the following media components:</u></p> <p>(1) The combination of images/movies is fairly consistent.</p> <p>(2) The narration is loud, not very clear, and has some noise.</p> <p>(3) The background music makes the work moderately interesting.</p> <p>(4) The captions under the work appear only occasionally.</p>	<p>Digital media production has an incomplete storytelling sequence. It is difficult to distinguish which issues are the introduction, body, and conclusion. <u>And the following media components:</u></p> <p>(1) The combination of still images/moving images has a low level of consistency.</p> <p>(2) The narration is not loud, not clear, and there is intermittent noise.</p> <p>(3) The background music is disturbing, making the work less interesting.</p> <p>(4) There is no subtitles.</p>

