Module designation	**Public Communication** **Indonesian title:** *Komunikasi Publik* **Course code:** 8420202093
Semester(s) in which the module is taught	Semester 7 (Fourth year)
Person responsible for the module	**Coordinator:** Dr. Yurizka Melia Sari, M.Pd. **Teaching staff:** Dr. Yurizka Melia Sari, M.Pd.
Language	Indonesian
Relation to curriculum	Elective
Teaching methods	Interactive lectures, case studies, project-based learning, problem-based learning, drill and practice, role playing and simulation, and peer feedback **Media and tools:** Slides, LCD projector, whiteboard, UNESA Learning Management System (LMS), presentation software (PowerPoint or Canva), microphone, voice and video recorder
Workload (incl. contact hours, self-study hours)	**(Estimated) total workload:** 2 CU × 170 minutes × 16 weeks = 5,440 minutes = 90.67 hours (≈ 3.18 ECTS) **Contact hours:** lectures, 2 × 50 minutes per week × 16 weeks = 26.67 hours (class hours per week: 340 minutes = 5.67 hours, including structured activities) **Private study including examination preparation:** structured assignments, 2 × 60 minutes per week × 16 weeks = 32.00 hours; independent study, 2 × 60 minutes per week × 16 weeks = 32.00 hours (total 64.00 hours)
Credit points	2 CU (3.18 ECTS) *1 CU = 170 minutes per week × 16 weeks = 45.3 hours; 1 ECTS = 28.48 hours (144 CU = 229 ECTS), so 1 CU = 1.59 ECTS (UNESA Rector's Decree No. 736/HK/KM/2023).*
Required and recommended prerequisites for joining the module	None
Module objectives/intended learning outcomes	**Programme learning outcomes (PLO) addressed:** • PLO-4: Engages in continuous self-development and collaboration. **Course learning outcomes (CLO): after completing this module, students are able to:** • CLO-1: Explain the basic concepts of public communication and their importance for communicating mathematical ideas, and analyse the audience and the communication context critically (PLO 4) • CLO-2: Design a logical, systematic, and creative message, including its structure (opening, body, and closing), its arguments, and supporting visual media (PLO 4) • CLO-3: Deliver ideas effectively through verbal and non-verbal techniques (voice, articulation, and body language), and overcome communication barriers and stage fright (PLO • CLO-4: Manage interaction, including questions and answers, discussion, and feedback, rationally and constructively, and integrate all aspects of communication in a final presentation (PLO 4)

<table>
<tr><td>Content</td><td>This course develops two pillars of effective public communication. The first is the ability to think through and design a message: students learn to analyse the audience, build arguments logically, structure the material systematically, and design supporting media creatively. The second is the ability to deliver a message: students practise verbal and non-verbal techniques to communicate ideas rationally, effectively, and innovatively. Topics are the basic concepts of public communication; audience and context analysis; the structure and logic of a presentation; storytelling and visual media design; practice of voice, articulation, and body language; overcoming communication barriers and building confidence; and managing interaction through questions, answers, and discussion. Through a combination of theory and intensive practice, students become reliable communicators, especially in conveying ideas and material in mathematics education.</td></tr>
<tr><td>Examination forms</td><td>Final score is calculated from the weekly assessment scheme below (CLO/PLO addressed and weight of each assessment):
<table>
<tr><th>Week</th><th>CLO</th><th>PLO</th><th>Weight (%)</th></tr>
<tr><td>1</td><td>CLO-1</td><td>PLO-4</td><td>2</td></tr>
<tr><td>2</td><td>CLO-1</td><td>PLO-4</td><td>3</td></tr>
<tr><td>3</td><td>CLO-2</td><td>PLO-4</td><td>2</td></tr>
<tr><td>4</td><td>CLO-2</td><td>PLO-4</td><td>3</td></tr>
<tr><td>5</td><td>CLO-2</td><td>PLO-4</td><td>2</td></tr>
<tr><td>6</td><td>CLO-2</td><td>PLO-4</td><td>3</td></tr>
<tr><td>7</td><td>CLO-2</td><td>PLO-4</td><td>2</td></tr>
<tr><td>8</td><td>CLO-2</td><td>PLO-4</td><td>20</td></tr>
<tr><td>9</td><td>CLO-3</td><td>PLO-4</td><td>5</td></tr>
<tr><td>10</td><td>CLO-3</td><td>PLO-4</td><td>5</td></tr>
<tr><td>11</td><td>CLO-3</td><td>PLO-4</td><td>5</td></tr>
<tr><td>12</td><td>CLO-4</td><td>PLO-4</td><td>5</td></tr>
<tr><td>13</td><td>CLO-4</td><td>PLO-4</td><td>3</td></tr>
<tr><td>14</td><td>CLO-4</td><td>PLO-4</td><td>5</td></tr>
<tr><td>15</td><td>CLO-4</td><td>PLO-4</td><td>5</td></tr>
<tr><td>16</td><td>CLO-4</td><td>PLO-4</td><td>30</td></tr>
</table></td></tr>
<tr><td>Study and examination requirements</td><td>Students are considered competent and pass if the final score, calculated from the assignments on storytelling and story simulation (40%), active participation (10%), the midterm formative examination (20%), and the final project assessment (30%), is at least 55 or C.

Final index (grade conversion):
<table>
<tr><th>Index</th><th>Converted score</th><th>Score range (A = final score)</th></tr>
<tr><td>A</td><td>4.00</td><td>85 ≤ A ≤ 100</td></tr>
<tr><td>A-</td><td>3.75</td><td>80 ≤ A < 85</td></tr>
<tr><td>B+</td><td>3.50</td><td>75 ≤ A < 80</td></tr>
<tr><td>B</td><td>3.00</td><td>70 ≤ A < 75</td></tr>
<tr><td>B-</td><td>2.75</td><td>65 ≤ A < 70</td></tr>
<tr><td>C+</td><td>2.50</td><td>60 ≤ A < 65</td></tr>
<tr><td>C</td><td>2.00</td><td>55 ≤ A < 60</td></tr>
<tr><td>D</td><td>1.00</td><td>40 ≤ A < 55</td></tr>
</table></td></tr>
</table>

	E	0.00	0 ≤ A < 40
Reading list	1. Lucas, S. E. (2020). The art of public speaking (13th ed.). McGraw-Hill Education. 2. Zarefsky, D. (2019). Public speaking: Strategies for success (9th ed.). Pearson. 3. Gallo, C. (2014). Talk like TED: The 9 public-speaking secrets of the world's top minds. St. Martin's Press. 4. Rakhmat, J. (2018). Retorika modern: Pendekatan praktis. PT Remaja Rosdakarya.		