



COM 012: Public Speaking

Term: 2020 Winter Session
Instructor: Staff
Language of Instruction: English
Classroom: TBA
Office Hours: TBA
Class Sessions Per Week: 6
Total Weeks: 4
Total Class Sessions: 25
Class Session Length (minutes): 145
Credit Hours: 4

Course Description:

Public speaking, as a liberal art, plays a major role in social settings, including education, government and business, etc. Words have the power to inform, persuade, educate, and even entertain. And the spoken word can be even more powerful than the written word in the hands of the right speaker.

This course is designed to help you become a more effective “public speaker”. Students will examine firstly the traditional rhetoric history and principle, then emphasis will be put on the study of practices and skills of speaking effectively in public. Topics cover the essentials of effective presentation from audience analysis, content development to critical thinking when presenting to others. The course will also introduce the presentation skills in common business and social settings; and issues of diversity and multiculturalism.

COURSE OBJECTIVES

Upon completion of this course the student will be able to:

1. Have a general understanding on role of public speaking as a liberal art.
2. Have a clear knowledge of rhetoric history, principle and communication theory
3. Recognize the unique characteristics of informative, persuasive and special occasion speeches in theory and practice.



4. Analyze an audience and adapt the content, structure and style of speeches accordingly.
5. Organize and structure speeches.
6. Research effectively and design speeches for a specific purpose.

Course Materials:

The Art of Public Speaking, S.E. Lucas, 12th edition.

Course Format and Requirements:

Attendance:

Attendance is MANDATORY!!! Due to the fact that this is a public speaking course students are required to attend ALL sessions. The only excused absences will be for illness documented by a doctor's note. If you know ahead of time that you will be absent, kindly e-mail the instructor immediately. Unexcused absences will result in an automatic drop in grade. With each unexcused absence your final letter grade will be dropped ½ a grade – NO EXCEPTIONS (e.g.: A to A-).

Grading Scale:

A+: 98%-100%
A: 93%-97%
A-: 90%-92%
B+: 88%-89%
B: 83%-87%
B-: 80%-82%
C+: 78%-79%
C: 73%-77%
C-: 70%-72%
D+: 68%-69%
D: 63%-67%
D-: 60%-62%
F: Below 60%

Course Assignments:

**Four Speeches**

Speech 1: Special Occasion Speech

Speech 2: Informative Speech 1

Speech 3: Informative Speech 2

Speech 4: Persuasive Speech

Students will be expected to research, outline and deliver 4 speeches based on topics they choose. Therefore, a typed outline and bibliography is required for presentations. Detailed requirement will be announced in class.

Midterm Exam

The midterm exam will be based on concepts covered in class. It will be in-class, close-book and non-cumulative.

Final Exam

The final will be cumulative and close-book. Note that the final will not be taken during the normal class times. Exact time and location for final will be announced later.

Course Assessment:

Speech 1	10%
Speech 2	10%
Speech 3	10%
Speech 4	10%
Midterm Exam	25%
Final Exam	35%
Total	100%

Course Schedule:

Week 1- Class 1	Week 1- Class 2
Focus on Public Speaking Course Overview – pass out syllabus, Sign Integrity Code	Student Introductions Introduction to Rhetoric Rhetoric history



Team-building Discussion of Communication Apprehension	
Week 1- Class 3	Week 1- Class 4
Basic Principles of Speech Communication Ethics and Public Speaking Discussion of non-verbal communication	Voice, eye contact, gestures, facial expressions, walking and other whole body movements, pacing, volume Guidelines for <u>Speech 1: Special occasion speech</u>
Week 1- Class 5	Week 1- Class 6
Discuss on Style, substance, comedy, authenticity, clarity, composure, credibility, eye contact	Discussion of pacing, notes, enunciation, appropriateness, over-sharing, etc. In-class topic meetings on <u>Speech 1: special occasion speech</u>
Week 2- Class 7	Week 2- Class 8
Deliver part of a famous commencement speech Analyze impacts of specific words How does word choice make a difference?	<u>Speech 1: special occasion speech</u> Sharing feedback Comments for classmates
Week 2- Class 9	Week 2- Class 10
Guidelines for <u>Speech 2: Informative speech 1</u> Speech Observation of Live Event Visual Aids	Visual Resources and Presentation Technology Presenting to Inform Present old PowerPoint and share feedback In-class topic meetings on <u>Speech 2: Informative speech 1</u>
Week 2- Class 11	Week 2- Class 12
<u>Speech 2: Informative speech 1</u> Share feedback Comments for classmates Guidelines for <u>Speech 3: Informative speech 2</u>	Presentation: noting text size, font, amount of text, quantity of slides, legibility of graphs Discuss: volume, eye contact, fluidity, composure
Week 3- Class 13	Week 3- Class 14



Selecting a Topic and Purpose Organizing the body Outlining Your Presentation	<u>Midterm</u>
Week 3- Class 15	Week 3- Class 16
Gathering Material Supporting Ideas Research methods and ethics	Peer-editing & workshopping of thesis statements, outlines, speeches Write formal outline Write bibliography In-class topic meetings on <u>Speech 3: Informative speech 2</u>
Week 3- Class 17	Week 3- Class 18
<u>Speech 3: Informative speech 2</u> Share feedback Comments for classmates Guidelines for <u>speech 4: Persuasive Speech</u>	Class 18: Present Persuasive Messages Appendix
Week 4- Class 19	Week 4- Class 20
Continuing topics on Persuasive Messages Discussion on persuasion In-class topic meetings on <u>Speech 4: Persuasive Speech</u>	Writing thesis statement and outline for persuasive speech Discuss about persuasion, ethics, logic
Week 4- Class 21	Week 4- Class 22
Power of Language Using Language Monroe's Motivated Sequence	Analyze your Audience Methods of Persuasion
Week 4- Class 23	Week 4- Class 24
Peer review on Persuasive Outlines	<u>Speech 4: Persuasive Speech</u> Share feedback Comments for classmates
Week 4- Class 25	<u>Final Exam (Cumulative): TBA</u>
Summary of semester	



Guidelines for final exam	
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Academic Integrity:

Students are encouraged to study together, and to discuss lecture topics with one another, but all other work should be completed independently.

Students are expected to adhere to the standards of academic honesty and integrity that are described in the Shanghai Normal University's *Academic Conduct Code*. Any work suspected of violating the standards of the *Academic Conduct Code* will be reported to the Dean's Office.

Penalties for violating the *Academic Conduct Code* may include dismissal from the program. All students have an individual responsibility to know and understand the provisions of the *Academic Conduct Code*.

Special Needs or Assistance:

Please contact the Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material. Our goal is to help you learn, not to penalize you for issues which mask your learning.