



## COMM 1110: Public Speaking

2023 Summer Session	
<b>Total Class Sessions: 25</b> <b>Class Sessions Per Week: 5</b> <b>Total Weeks: 5</b> <b>Class Session Length (Minutes): 145</b> <b>Credit Hours: 4</b>	<b>Instructor: Staff</b> <b>Classroom: TBA</b> <b>Office Hours: TBA</b> <b>Language: English</b>

### **Course Description:**

This course introduces students to the theories and practices of public speaking. It is designed for students to learn how to speak effectively in public. Essentials of effective presentation, from preparation (audience analysis, content development) to conclusion will be introduced. Issues in diversity and multiculturalism will also be discussed.

### **Course Materials:**

*The Art of Public Speaking*, S.E. Lucas, 13th edition.

### **Course Format and Requirements:**

Material involves taking time to think things through, develop the knowledge (or process) and practice this. It is also very helpful to test yourself on your knowledge development. Using the quiz or exam as a means to test if you have learned something could be too late to determine you still have a gap in knowledge. Remember, lecture is very important in seeing process and models and hearing concepts and their derivation and application BUT is not the beginning and end of learning. It would be unusual to learn something simply from sitting in lecture.

### **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%
<b>Total</b>	<b>100%</b>

**Grading Scale (percentage):**

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

**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 Chengdu University of Technology'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.

**Course Schedule:**

Class 1:

Start Focusing on Public Speaking

Course Overview – pass out syllabi, sign Integrity Code



Team-building

Discuss communication apprehension

Class 2:

Video Introductions with a partner

Student Introductions

Basic Principles of Speech Communication

Class 3:

Ethics and Public Speaking

Discuss non-verbal communication

Class 4:

Voice, eye contact, gestures, facial expressions, walking and other whole body movements, pacing, volume;

Guidelines for Speech 1: Special occasion speech

Class 5:

Discuss: Style, substance, comedy, authenticity, clarity, composure, credibility, eye contact

Discuss: pacing, notes, enunciation, appropriateness, over-sharing, etc.

Class 6:

Discuss: pacing, notes, enunciation, appropriateness, over-sharing, etc. 9(cont.)

Deliver part of a famous commencement speech;

In-class topic meetings on Speech 1: special occasion speech

Class 7:

Analyze impacts of specific words

How does word choice make a difference?

Class 8:

Speech 1: special occasion speech

Share feedback

Comments for classmates

Class 9:

Guidelines for Speech 2: Informative speech 1

Speech Observation of Live Event

Visual Aids

Class 10:

Visual Resources and Presentation Technology

Presenting to Inform

Present old PowerPoint and share feedback



Class 11:

Presentation: noting text size, font, amount of text, quantity of slides, legibility of graphs

Discuss: volume, eye contact, fluidity, composure

In-class topic meetings on Speech 2: Informative speech 1

Class 12:

Speech 2: Informative speech 1

Share feedback

Comments for classmates

Class 13:

Midterm

Class 14:

Selecting a Topic and Purpose

Organizing the body

Outlining Your Presentation

Guidelines for Speech 3: Informative speech 2

Class 15:

Gathering Material

Supporting Ideas

Research methods and ethics

Class 16:

Peer-editing & workshopping of thesis statements, outlines, speeches

Write formal outline

Write bibliography

In-class topic meetings on Speech 3: Informative speech 2

Class 17:

Speech 3: Informative speech 2

Share feedback

Comments for classmates

Class 18:

Guidelines for speech 4: Persuasive Speech

Presenting Persuasive Messages

Appendix

Class 20:

Continued topics on Persuasive Messages

Write thesis statement and outline for persuasive speech

Class 19:



Discussion about persuasion, ethics, logic  
Power of Language

Class 21:  
Using Language  
In-class topic meetings on Speech 4: Persuasive Speech

Class 22:  
Monroe's Motivated Sequence  
Analyzing your Audience

Class 23:  
Methods of Persuasion  
Peer review on Persuasive Outlines

Class 24:  
Speech 4: Persuasive Speech  
Share feedback  
Comments for classmates

Class 25:  
Summary of semester  
Guidelines for FINAL

Final Exam (Cumulative): TBA