



## **East China Normal University International Summer Session**

### **COM 11/ENG 12 - Public Speaking**

**Term: July 5th –August 8th, 2018**

**Instructor: Dr. Marcia Alesan Dawkins**

**Home Institution: University of Southern California**

**Office hours: TBD**

**Email: TBD**

**Teaching Assistant: TBD**

#### ***Course Description***

This course focuses on developing the skills needed for giving public speeches. Students will plan, prepare, and deliver speeches to praise, to inform, and to persuade. The course teaches public speaking as a process, paying particular attention to topic selection, research, organization and transitions, claims and supporting evidence, argumentation and delivery. Students will participate in analysis and evaluation of in-class presentations. They will develop an awareness of communication ethics, hone their skills with audience adaptation and listening, and make effective use of research and technology. The course also gives attention to speaking issues commonly encountered by native speakers of Chinese.

#### **Course Overview**

Through analysis of a variety of speakers, speeches and situations, this course will cover principles and practices of effective oral communication; analysis of the speaking-listening process; selection and organization of materials for a variety of speaking situations; and use of new communication technologies in formal presentations.

#### **Course Goals:**

A student who satisfactorily completes this course should:

1. Develop and extend critical capacity to understand, criticize, and deliver oral messages.
2. Develop and extend skills specifically in informative and persuasive discourse.
3. Discover and grapple with the ethical dimensions of public speaking.
4. Understand the strategies, benefits, and pitfalls of speaking with technological aid tools



## **Required Text**

*Paul Nelson, Scott Titsworth, & Judy Pearson, iSpeak: Public Speaking for Contemporary Life [ISBN: 0077309537]*

*Susan M. Weinschenk, 100 Things Every Presenter Needs to Know About People [ISBN: 0321821821246]*

**\*\*Textbooks are available on Kindle, Google Play, iBooks, CourseSmart.**

**\*\*As necessary, additional readings will be available on-line, Moodle, LORE, etc.)**

## **Course Hours**

The course has 25 class sessions in total. Each class session is 110 minutes in length, for a total of 2750 minutes of in-class time. The course meets from Monday to Friday from July 5 to August 8. ECNU awards 4 credits for this course. Different universities may count course credits differently. Consult officials at your own home institution.

## **Attendance**

Summer school is very intense and to be successful, students need to attend every class. Occasionally, due to illness or other unavoidable circumstance, a student may need to miss a class. ECNU policy requires a medical certificate to be excused. Any absence may impact on the student's grade. Moreover, **ECNU policy is that a student who has more than 3 absences will fail the course. Arriving late or leaving early will count as a partial absence.**

## **Grading Policy**

ECNU awards grades of A, A-, B+, B, B-, C+, C, D, and F. Most colleges and universities do not award transfer credit for grades of D or F.

In this course, grading will be based on the following:

*50 points - Impromptu Speech*

*150 points - Occasion Speech*

*100 points - Informative Speech*

*200 points - Persuasive Speech*

*200 points - Midterm Exam*

*200 points - Final Exam*

*100 points - Quizzes*

**1000 points - TOTAL**

**Speeches** – There will be (4) four speeches delivered this term in class. Speeches cannot be rescheduled under any circumstance. More detail on these speeches will be provided in class. The technics for each of the four speeches will be handed out in class. Evaluations are made, generally, on topic, creativity, organization, research, ideas, and delivery. There will be a 2-3 minute question and answer period after certain speeches.



**Exams** - There will be (2) two examinations during the course of this semester. The exams will consist of multiple-choice and true-false questions. This syllabus is your review sheet, which means no additional review sheets will be provided by the professor.

**Quizzes** - There will be scheduled and surprise quizzes during the course of this summer term. The quizzes will consist of multiple-choice. This syllabus is your review sheet, which means no additional review sheets will be provided by the professor.

### **General expectations:** *SEP*

Students are expected to:

- *Attend all classes and be responsible for all material covered in class and otherwise assigned. Any unexcused absence may impact a student's grade. Moreover, ECNU policy is that a student who has more than 3 absences will fail the course. Arriving late or leaving early will count as a partial absence.*
- *Complete the day's required reading and assignments before class*
- *Review the previous day's notes before class; make notes about questions you have about the previous class or the day's reading*
- *Participate in class discussions and complete required written work on time.*
- *Refrain from texting, phoning or engaging in computer activities unrelated to class during class. Students who do not do this will be asked to leave the class*
- *While class participation is required, you are expected to refrain from private conversations during the class period.*
- *Please turn off your cellphones or set them on silent mode when you come to class and put them away!!! You are welcome to bring your laptop/tablet to class and use it. You are **NOT** welcome to perform non-class-related activities during class. Violations of this policy will result in a lowered grade for the course.*

### **Course Schedules**

The planned schedule sketched out below may be modified to suit the interests or abilities of the enrolled students or to take advantage of special opportunities or events that may arise during the term.

#### **WEEK ONE: July 5 - 6**

Thurs: Intro, Syllabus Review, Prep  
Fri: How People React to You

Read/do: Syllabus, Nelson Chapter 1, 2.  
Read/do: Impromptu Speech;  
Weinshcenk, Chapters 72-84.

#### **WEEK TWO: July 9-13**

Mon: Selecting a Topic & Purpose  
The Formal Speeches in COM 11  
Tues: Audience and Analysis

Read/do: Nelson Chapter 3  
Read/do: Nelson Chapter 4



Wed: Delivery  
Thurs: Informative Speaking  
Fri: Organizing the Speech (Quiz)

Read/do: Nelson Chapter 7; Confidence\*  
Read/do: Nelson Chapter 10  
Read/do: Nelson Chapters 5-6

### WEEK THREE: July 16-20

Mon: Writing the Speech  
Tues: **Midterm Examination**  
Wed: Visual (& Audio) Aids  
Thurs: How People Think and Pay Attention  
Screening - *Borders & Don't Think Twice...*  
Fri: Screening - *The King's Speech*

Read/do: Nelson Chapter 8  
Read/do: Nelson Chapter 9  
Weinshcenk, Chaps 40-52.  
Read/do: Weinshcenk, Chapters 1-27.  
Read/do: 5 Tips Re Public Speaking\*

### WEEK FOUR: July 23 - 27

Mon: Informative Speeches  
Tues: Informative Speeches  
Wed: Occasion Speaking  
Thurs: Persuasive Speaking  
Fri: Persuasive Speaking Analysis (Quiz)

Read/do: Assignment Informative Speech  
Read/do: Assignment Informative Speech  
Read/do: Nelson Chapter 12  
Read/do: Nelson Chapter 11  
Read/do: Speech Transcripts\*

### WEEK FIVE: July 30 - Aug 3

Mon: How People React Emotionally  
Tues: How People Decide and Act  
Wed: Occasion Speeches  
Thurs: Occasion Speeches  
Fri: PechaKucha & Podcasting (Quiz)

Read/do: Weinshcenk, Chapters 62-71.  
Read/do: Weinshcenk, Chapters 85-100.  
Read/do: Assignment Occasion Speech  
Read/do: Assignment Occasion Speech  
Read/do: PechaKucha, Podcast Readings\*

### WEEK SIX: Aug 6 - 8

Mon: Persuasive Speeches  
Tues: Persuasive Speeches  
Wed: **Final Examination\***

Read/do: Assignment Persuasive Speech  
Read/do: Assignment Persuasive Speech  
Read/do: Review, Study for Final Exam

### *Academic Honesty*

Students are expected to maintain high standards of academic honesty. Specifically, unless otherwise directed by the professor, students may not consult other students, books, notes, electronic devices or any other source, on examinations. Failure to abide by this may result in a zero on the examination, or even failure in the course.

Students are also expected to adhere to appropriate scholarly conventions in essays and research papers. This class includes paper assignment(s) in which students must give credit to all outside sources used by means of citations and a bibliography. Failure to do so may result in a zero on the paper assignment, or even failure in the course.