



University of International Business and Economics International Summer School

COM 110/ENG 120 Public Speaking

Term: July 10 - August 4, 2017

Instructor: Takis Poulakos

Home Institution: University of Iowa

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Class Hours: Monday through Friday, 120 minutes each day (2,400 minutes in total)

Office Hours: TBD

Teaching Assistant: TBD

Email: TBD

Discussion Sessions: 2 hours each week

Total Contact Hours: 64 contact hours (45 minutes each, 48 hours in total)

Credit: 4

Course Description

This course helps students learn and apply the major strategies, concepts, and principles of public speaking. Students should gain both understanding and practice in researching, preparing and delivering speeches. This course covers several of the major varieties of speeches used to address real world situations, including instructing, informing, persuading, and praising.

Course Goals

Students should expect to gain practice and learn the following:

- ✧ Effectively deliver speeches in a number of public forums and formats.
- ✧ Apply the requisite techniques used to research, organize, and script a speech.
- ✧ Perform constructive criticism of peers and public figures.
- ✧ Speak extemporaneously and field questions on prepared topics.
- ✧ Adapt arguments and speaking styles to different audiences.

Required Text

Lucas, Stephen E. *The Art of Public Speaking*, 11th edition (McGraw-Hill, 2011) electronic textbook version. An e-textbook version of this text is available here:

<http://www.coursesmart.com/the-art-of-public-speaking-11th-edition/lucasstephen/dp/0077428218>

In addition to selections from the textbook, there are required activities assigned for homework. If there are any readings other than from your textbook, I will pass those out as hard copies to you in class or at least refer you to external resources. Reading and discussing these contribute to your participation grade.



Required Assignments

Students will give four speeches and will take one final exam. In addition, students will give several informal assignments.

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. UIBE policy requires a medical certificate to be excused. Any unexcused absence may affect the student's grade. Moreover, UIBE policy is that a student who has more than 1/3 of the class in unexcused absences will fail the course.

Course Hours

The course has 20 class sessions in total. Each class session is 120 minutes in length for a total of 2,400 minutes of class time. The course meets from Monday to Friday.

Grading Policy

Assignments and examinations will be graded according to the following grade scale:

- A 90-100
- A- 85-89
- B+ 82-84
- B 78-81
- B- 75-77
- C+ 72-74
- C 68-71
- C- 64-67
- D 60-63
- F below 60

Grading Policy

“How-to” Speech	10%	(3-4 minutes)
Speech to Praise	15%	(3-4 minutes)
Informative Speech	20%	(4-5 minutes)
Persuasive Speech	25%	(5-6 minutes)
In class assignments and presentations	15%	
Final Exam	15%	

Class Rules

Instructor’s Policies for this Course

Students are expected to:

- ✧ Attend all class meetings
- ✧ Complete and hand in assignments on time
- ✧ Respect other students’ input and communicate ethically
- ✧ Make positive contributions and participate in class activities, not engage in side conversations, website browsing, or text messaging



University Policies for this Course

This university has policies for academic conduct, including those regarding plagiarism and cheating. It is your duty to know these policies and not to violate them in any way. Academic misconduct is a serious offense and can be grounds for failing this course and possible expulsion from the university.

Course Schedule

Monday July 10:

Overview of the course
Informal speeches of introduction
Assign Speech 1: “How-to” Speech, 3-4 minutes
Discuss criteria for topic selection

Tuesday July 11:

In class activity: delivering one-minute speech
Topic selection and narrowing
Read: Lucas, The Introduction

Wednesday July 12:

Introductions to speech 1 due
Workshop: introductions
In class activity: delivering one-minute speech
Discuss: Topics, thesis, organization

Thursday July 13:

Main points to speech 1 due
Workshop: main points
Read: Lucas, Main Points
In class activity: practicing delivery of speech 1

Friday July 14:

“How-to” Speeches Due
Review of speech evaluations, understanding criteria for evaluation
Assign Speech 2: Commemorative Speech (to praise), 3-4 minutes

Monday July 17:

Student feedback and evaluation of speeches
Introductions to speech 2 due
Workshop: introductions
Read: Lucas, Commemorative Speeches
In class activity: delivering one-minute speech

Tuesday July 18:

Main points to speech 2 due
Workshop: main points
Read: Lucas, Supporting your ideas
Read: Lucas, Building Credibility
Discuss: Audience adaptation

Wednesday July 19:

Draft of complete speech 2 due



Workshop: drafts of speech 2
In class activity: practicing delivery of speech 2 (and timing)
Read: Lucas, Using Language
Read: Lucas, Using Language Effectively

Thursday July 20:
Speeches to Praise Due

Friday July 21:
Student feedback and evaluation of speeches
Assign Speech 3: Informative Speech, 4-5 minutes
Read: Lucas, Types of Informative Speeches
Read: Lucas, Guidelines for Informative Speaking

Monday July 24:
Introductions to Speech 3 due
Workshop: introductions
Read: Lucas, Citing Sources Orally
Read: Lucas, Connectives
Discuss: transitions

Tuesday July 25:
First main point of speech 3 due
Workshop: first main points
Read: Lucas, Delivery
In-class activity: delivering one-minute speech

Wednesday July 26:
Completed draft of speech 3 due
Workshop transitions and conclusions
In class activity: practicing delivery of speech 3, timing
Read: Lucas, Outlining the speech

Thursday July 27:
Speeches to Inform Due / Outlines Due

Friday July 28:
Student feedback and evaluation of speeches
Assign speech 4: Persuasive Speech, 5-6 minutes
Discuss topic selection, organization
Read: Lucas, The Importance of Persuasion
Read: Lucas, Persuasive Speeches
Read: Lucas, Using Evidence

Monday July 31:
Introductions to speech 4 due
Workshop: Introductions
Thesis and organization
In class activity: delivering one-minute speech

Tuesday August 1:



Completed drafts of speech 4 due
Workshop: drafts
Practice: delivery of speech 4, timing

Wednesday August 2:

Speeches to Persuade Due / Outlines Due

Thursday August 3:

Student feedback and evaluation of speeches
Final Exam Review
In class Self Evaluation Report

Friday August 4:

Final Exam
Concluding remarks