



University of International Business and Economics International Summer School

COM 110/ENG 120 Public Speaking

Term: May 27 – June 27, 2019

Instructor: Katlyn Williams

Home Institution: The University of Iowa

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

Office Hours: TBD

Discussion Session: 2 hours each week

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

Credit: 4 units

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:

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

Required Textbook:

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, one presentation, and will take one final exam. In addition, students will do several informal assignments.

Grading Policy:

“How-to” Speech	10%
Speech to Praise	15%
Informative Speech	20%
Persuasive Speech	25%
In class assignments and	15%
Final Exam	15%

Grading Scale:

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

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

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.

Attendance Policy:

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 Schedule:

Monday May 27:

Overview of the course

Informal speeches of introduction

Assign Speech 1: "How-to" Speech, 3-4 minutes Discuss criteria for topic selection

Tuesday May 28:

In class activity: delivering one-minute speech

Topic selection and narrowing

Read: Lucas, The Introduction

Wednesday May 29:

Introductions to speech 1 due

Workshop: introductions

In class activity: delivering one-minute speech

Discuss: Topics, thesis, organization

Thursday May 30:

Main points to speech 1 due

Workshop: main points Read:

Lucas, Main Points

In class activity: practicing delivery of speech 1

Monday June 3:

"How-to" Speeches Due (3-4 min)

Speech Outlines Due

Review of speech evaluations, understanding criteria for evaluation

Assign Speech 2: Commemorative Speech (to praise), 3-4 minutes

Tuesday June 4:

Student feedback and evaluation of speeches

Introductions to speech 2 due

Workshop: introductions

Read: Lucas, Commemorative Speeches

In class activity: delivering one minute speech

Wednesday June 5:

Main points to speech 2 due

Workshop: main points

Read: Lucas, Supporting your ideas

Read: Lucas, Building Credibility

Discuss: Audience adaptation

Thursday June 6:

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

Monday June 10:

Speeches to Praise Due (3-4 min)
Speech Outlines Due

Tuesday June 11:

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

Wednesday June 12:

Introductions to Speech 3 due
Workshop: introductions

Read: Lucas, Citing Sources Orally
Read: Lucas, Connectives Discuss:
transitions

Thursday June 13:

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

Monday June 17:

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

Tuesday June 18:

Speeches to Inform Due (4-5 min)
Speech Outlines Due

Wednesday June 19:

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

Thursday June 20:

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

Monday June 24:

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

Tuesday June 25:

Speeches to Persuade Due (5-6 min)
Speech Outlines Due

Wednesday June 26:

Student feedback and evaluation of speeches
In class Self Evaluation Report

Thursday June 25:

Final Exam
Concluding remarks