



**University of International Business and Economics  
International Summer School**

**COM 110/ENG 120 Public Speaking**

**Term: June 15 - July 16, 2020**

**Instructor: Professor Dwight Codr (pronounced “Deh-WHITE KO-der”)**

**Home Institution: University of Connecticut (PhD Cornell University)**

**Email: [dwightcodr@gmail.com](mailto:dwightcodr@gmail.com)**

**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)**

**Location: WEB**

**Credit: 4 units**

**Course Description:**

This course introduces students to the basics of public speaking, and will help them to cultivate the skills necessary to write and interpret a variety of different types of public speeches. Topics to be covered include attention getting devices, articulation and non-verbal communication, the ethics of public speaking, audience analysis (with a special emphasis on global audiences), critical thinking and logical fallacies, the use of visual aids, persuasion, and informational speeches. Class sessions will entail a mix of discussion of assigned readings from a textbook and the preparation, delivery, and revision of speeches.

**Course Goals:**

- To cultivate the skills needed to write and deliver public speeches
- To learn how to analyze and assess speeches given by others
- To practice speaking in English and become familiar with different English idioms and vernaculars
- To learn the differences between different occasions for speech and how to adapt speeches for different audiences and occasions

**Required Textbook:**

*Public Speaking: The Virtual Text.* <http://publicspeakingproject.org/psvirtualtext.html>

Students are expected to read all assigned readings in advance of the class session for which they are scheduled. Further, students must EITHER bring a hard copy of each day’s assigned readings OR a computer that will enable them to access the assigned readings.

**Grading Policy:**

Two hundred total points are possible. 100 points for *daily activities and assignments* (20 days x 5 points per day), 100 for the *four major speeches* (4 speeches x 25 points per speech).

*Daily activities and assignments:* Students will be given 5 points for each day. To receive the 5 points, students must participate in classroom activities. “Active participation” further means: preparing for class in advance by doing the assigned reading and completing any assignments, taking notes, asking questions about the assigned reading, paying attention during the class

*Four major speeches:* In addition to this component of your grade, students will give four major speeches, each worth 25 points: a persuasive speech, a toast or memorial speech, an informative speech, and a “how-to” speech. An optional final examination covering the assigned readings – worth a maximum of 20 points – will be available on the final day of the semester.

**Grading Scale:**

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

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

**Course Schedule:**

**WEEK 1**

Monday

Getting to know each other

Explanation of expectations/procedures/syllabus

Tuesday

Reading: Introduction to Public Speaking (chapter 1)

Wednesday

Reading: Speaking to a Global Audience (chapter 14)

Activity: Brainstorming “How To” topics

Thursday

Reading: Introductions and Conclusions (chapter 9)

Activity: Attention getting devices for “How To” Speeches



## **WEEK 2**

Monday

Reading: Listening Effectively (chapter 4)

DUE: "How To" Speeches (25 points)

Tuesday

Reading: Informative Speaking (chapter 15)

Activity: Brainstorming "Informative Speech" topics

Wednesday

Reading: Organizing and Outlining (chapter 8)

DUE: Informative Speech Draft

Thursday

Reading: Supporting Your Ideas (chapter 7)

Activity: Attention getting devices for "Informative Speech"

## **WEEK 3**

Monday

Reading: Critical Thinking and Reasoning (chapter 6)

DUE: Informative Speeches

Tuesday

Reading: Using Language Well (chapter 10)

DUE: Informative Speeches

Wednesday

Reading: Speaking with Confidence (chapter 11)

Activity: Special Occasion Speech Brainstorming Session

Thursday

Reading: Delivering Your Speech (chapter 12)

Activity: Famous speeches in movies

## **WEEK 4**

Monday

Reading: Special Occasion Speaking (chapter 17)

DUE: Special Occasion Speech Draft (for Group 1)

Activity: Group 1 Meeting with Professor Codr

Tuesday

DUE: Special Occasion Speech Draft (for Group 2)

Activity: Group 2 Meeting with Professor Codr



Wednesday

DUE: Special Occasion Speech

Thursday

Reading: Persuasive Speaking (chapter 16)

Activity: Persuasive Speech Brainstorming Session

**WEEK 5**

Monday

DUE: Persuasive Speech Draft

Activity: Group 1 Meeting

Tuesday

Activity: Group 2 Meeting

Wednesday

DUE: Persuasive Speech

Thursday

DUE: Persuasive Speech

Final Examination



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