



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

**COM 110/ENG 120 Public Speaking**

**Term: June 28 – July 29, 2021**

**Instructor: TBD**

**Home Institution: TBD**

**Email: TBD**

**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 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:**

Lucas, Stephen E. *The Art of Public Speaking*, 11th edition (McGraw- Hill, 2011)

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.



**Grading Policy:**

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

**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

**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:**

**WEEK 1**

**Monday**

Overview of the course

Informal speeches of introduction

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

**Tuesday**

In class activity: delivering one-minute speech

Topic selection and narrowing Read: Lucas, The Introduction

**Wednesday**

Introductions to speech 1 due Workshop: introductions

In class activity: delivering one-minute speech Discuss: Topics, thesis, organization

**Thursday**

Main points to speech 1 due Workshop: main points Read: Lucas, Main Points

In class activity: practicing delivery of speech 1

**WEEK 2**

**Monday**

"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**

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**

Main points to speech 2 due Workshop: main points

Read: Lucas, Supporting your ideas Read: Lucas, Building Credibility Discuss: Audience adaptation

**Thursday**

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

**WEEK 3**

**Monday**

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

**Tuesday**

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

Introductions to Speech 3 due Workshop: introductions

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

### Thursday

First main point of speech 3 due Workshop: first main points Read: Lucas, Delivery

In-class activity: delivering one-minute speech

## WEEK 4

### Monday

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

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

### Wednesday

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

Introductions to speech 4 due Workshop: Introductions Thesis and organization

In class activity: delivering one-minute speech

## WEEK 5

### Monday

Completed drafts of speech 4 due Workshop: drafts

Practice: delivery of speech 4, timing

### Tuesday

Speeches to Persuade Due (5-6 min)

Speech Outlines Due

### Wednesday

Student feedback and evaluation of speeches In class Self Evaluation Report

### Thursday

Final Exam Concluding remarks

### Online Possibility:

**Due to the on-going pandemic, there is a possibility that in-person courses are changed to online ones. UIBE ISS will notify the students once the decision has been made.**

If the in-person courses are to be changed to online courses, we will make a few adjustments:

1. **Lecture:** Each lecture will be uploaded on UIBE's online learning platform on a daily basis. Students are required to watch them according to the course schedule.
2. **Discussion:** There will be an open session on ZOOM every week. The attendance of the discussion is important as it is part of your final score.



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3. **Office hours:** I will release the office hours once the course starts. You are very welcome to send me emails to book my time. We will have video or audio calls through ZOOM. Please be noted to book them at least 3 days in advance.