



Shanghai University of Finance & Economics

2018 Summer Program

ENG 12 Public Speaking

Course Outline

Course Code: ENG 12

Instructor: Dr. M. Lee Alexander

Home Institution: William & Mary (Williamsburg, VA; Founded 1693)

Office Hours: By appointment

Email: mlalex@wm.edu

Credit: 4

Class Hours: This course will have 72 class hours, including 40 lecture hours, professor 10 office hours, 10-hour TA discussion sessions, 2-hour review sessions, 10-hour extra classes.

Course Overview: Welcome to ENG 12, Public Speaking! This course is designed to improve your oral presentation and public speaking skills in order to meet your academic and future career goals. These enhanced skills will help you communicate more effectively in all your undergraduate classes, and at future academic and professional conferences or any other professional milieu. Thus focus on skills and guided practice will help you become a more clear and confident communicator as you pursue your academic and professional goals.

Course Description: This course is for students who want to build their oral communication skills and learn more about presentation norms at the higher education level. Students will participate in various kinds of oral communication activities designed for improving oral presentation skills, including presenting speeches given for different purposes, critiquing speech content, organization, and delivery, considering the requirements of academic and professional presentations, and managing presentations to abide by purpose, format, audience size, and time restrictions. Finally, we will learn to focus on awareness of and response to audience needs and expectations. Effective



oral communication is all about knowing your argument, engaging your audience, and finding and establishing your own unique voice.

Course Methodology: We will use a variety of methods to achieve our goals including class lecture and discussion, textbook readings and assignments, practice presentations, group and pair work, mock quizzes, oral communication and listening exercises, written assignments, use of audio, video, and online resources, investigation of print and online resources available for public speaking, instructor feedback, and self and peer critique.

Course Topics--Here are some of the Topics we will cover during our class:

1. Five Pillars of Success in Public Speaking
2. Focus, Purpose, and Audience Awareness
3. Preparation and Set-Up
4. Content and Organization
5. Structure and Linking: From Introduction to Conclusion
6. Different Types of Presentations: Rhetorical Strategies
7. Visual and Audio Aids
8. Tips and Techniques for Effective Delivery
9. Body Language and Nonverbal Behavior
10. Digital Tools for Public Speakers
11. Handling Questions, Common Problems, and Ethics in Public Speaking
12. Practice Speeches
13. Self and Peer Critique
14. Sample Speeches by Famous Orators
15. Establishing your own Unique Communicative Voice

Learning Outcomes:

By the end of this course, students will be able to:

- 1) analyze and critique public speeches, and identify what makes an effective speech
- 2) give a variety of speeches ranging from informal to formal style
- 3) identify and deliver different types of oral presentation and select which is best for a given audience or rhetorical situation
- 4) create and handle a variety of types of visual aids and other supporting materials with clarity and confidence
- 5) research the art of public speaking in general, and your own topic in particular; demonstrate a familiarity with the variety of online resources for public speaking
- 6) show audience awareness by selecting the right length and type of speech, deftly handling audience question, and showing awareness of and sensitivity to the ethics involved in speech-giving
- 7) begin to establish your own individual clear and confident communicative voice



Required Course Text:

Fraleigh, Douglas M., and Joseph S. Tuten. *Speak Up! An Illustrated Guide to Public Speaking*, 4th edition. New York: Bedford St. Martin's, 2016. All students must have their own copy of this most recent edition of our text, and have it ready for use in class every day.

Weekly Course Plan: The course will be designed in four Units, which line up with the four weeks of our program. Please see the course calendar for detailed readings and assignment due dates.

Week I: The Basics of Public Speaking. Introductions, Getting Started, and Extemporaneous Speaking. In our first week, students will learn some basic skills and then give “Lightning Speeches” on randomly selected topics with little prep time, in order to get ideas and discussion flowing.

Textbook Chapters: 1) Introducing Public Speaking; 2) Developing Your First Speech; 3) Speech Ethics; 4) Listening Skills.

Assignments: Sample Speeches Unit A, Lightning Speeches.

Week II: Preparation Fundamentals. This week, students will focus on the important steps in preparing a speech. These steps include analyzing the needs of the audience, the purpose and topic of the speech, preparation of supporting materials, and conducting research.

Textbook Chapters: 5) Audience Analysis; 6) Selecting Your Topic; 7) Researching Your Speech; 8) Using Supporting Materials for Your Speech.

Assignments: Sample Speeches Unit B, Student Speeches I.

Week IIIA: Organizing and Outlining. This week, we will focus on the key aspects of organizing and outlining your speech. We will focus on structure and smooth transitions between the structural elements of your speech.

Textbook Chapters: 9) Organizing Your Speech; 10) Introductions and Conclusions; 11) Outlining Your Speech.

Assignments: Sample Speeches Unit C, Student Speeches II.

Week IIIB: Language and Delivery. Continuing this week, we will focus on essential elements of delivery in speech-giving, including word choice, body language, and the use of visual aids.

Textbook Chapters: 14) Using Presentation Aids.

Assignments: Sample Speeches Unit D.

Week IV: Types of Public Speaking. In our final week, we will examine and try our hands at several different types of public speaking, and work on collaborative group presentations.

Textbook Chapters: 15) Mediated Public Speaking; 16) Informative Speaking; 17) Persuasive Speaking; 18) Methods of Persuasion; 19) Special-Occasion Speaking; 20) Group Communication

Assignments: Sample Speeches Unit E, Student Speeches III.



Attendance Policy: Attendance at all classes and full and on-time participation in all class activities is expected. In addition to the percent listed below, missing more than two classes will lower final grade regardless of reason for absence. More than five minutes late is considered absent. Also no cell-phones or other distractions allowed during class. Looking at non-class related materials can lead to being counted absent.

Course Grading and Assessment: Students will give several speeches in class, varying in formality and type. These speeches and other course activities will be graded as follows:

Attendance, Participation, and Small Assignments 25%
Lightning Speeches (Practice, graded Complete/Incomplete)
Speech I (Outline): 20%
Speech II: 25%
Speech III: 30%

Academic Honesty Policy: In public speaking as well as in written assignments, it is vital to fully credit and acknowledge all sources used. The definition of plagiarism can be said to be using the ideas and words of others without giving full and proper credit. The use of partial or otherwise incomplete sources is also considered a form of plagiarism. Whether readers or audience members, we must be able to find exactly the source in exactly the form you were looking at and possibly quoting from when you drew from those supporting words and ideas to reinforce your own points. So in class we'll focus on how to give proper credit for all supporting ideas.

FINAL THOUGHTS ON PUBLIC SPEAKING:

"It usually takes me more than three weeks to prepare a good impromptu speech." -- Mark Twain

"Be sincere; be brief; be seated." -- Franklin D. Roosevelt

"A speech is poetry: cadence, rhythm, imagery, sweep!" -- Peggy Noonan

So Now--let's improve our English Oral Presentation and Public Speaking Skills to be ready for all kinds of academic and professional opportunities!