



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

COM 110/ENG 120 Public Speaking

Term: June 13th – July 14th, 2022

Instructor: TBD

Home Institution: TBD

Email: TBD

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

Discussion Session: 2 hours each week

Office Hours: TBD

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:

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:

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

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



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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