



對外經濟貿易大學
University of International Business and Economics

University of International Business and Economics International Summer School

COM 110/ENG 120 Public Speaking

Term: June 12th – July 7th, 2023

Instructor: Jialin Mo

Home Institution: Renmin University of China

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Class Hours: Monday through Friday, 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 principles of public speaking, and prepares them to speak with credibility and confidence. It covers several of the major varieties of speeches used to address real world situations, such as instructing, informing, persuading, and praising. Students will practice preparing and delivering these speeches, and learn how to address audiences respectfully, persuasively on significant matters.

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.



Grading Policy:

Assignment	Percentage
How To	15%
Informative	20%
Persuasive	25%
Special Occasion	20%
Participation	10%
Attendance	10%

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

Academic Integrity:

Students are responsible for knowing policy regarding academic honesty. The University of International Business and Economics (UIBE) expects students to be honest in their academic work. Academic dishonesty is viewed as a serious violation of university rules and such misconduct is not accepted by academic community. In particular, students must refrain from plagiarism, cheating and collusion in connection with examinations, submitting substantially the same piece of work to different classes and must fully acknowledge all the sources of ideas and all assistance received in work submitted to the instructor for evaluation. Violation of the rules of academic honesty may lead to suspension or disqualification of the student from further study at UIBE.

Course Schedule:

Date	Lecture	Readings
Day 1	Overview of the class and course policies Activity: Introductions	Read: Lucas "Speaking" Pages 3-5, 15, 36-38.
Day 2	Introduce first assignment, "How-To Speech" Activity: Group speech	Read: Lucas "Listening" 53-55

Day 3	Discuss topic selections, main points, and organization Activity: Work on outlines.	Select topics for how to speech.
Day 4	Practice: "How-To Speech"	Finish "How-To Speech"
Day 5	Due: "How-To Speeches"	None.
Day 6	Introduce "Informative-Speech" assignment. Exercise: Impromptu speeches	Read: Lucas "Citing Sources" 159-162
Day 7	Videos Top 10 Greatest Speeches and American History through speeches	Read: Lucas "Supporting Your Ideas" 142-156
Day 8	Workshop "Informative Speech" (Topic, Thesis, etc.)	Finish: Informative Speech
Day 9	Due: "Informative Speeches"	Peer Review: Informative Speech
Day 10	Introduce: "Persuasive Speech" Assignment	Read: Lucas "Using Language Effectively" 221-230
Day 11	Exercise on vivid description and figures of speech.	Read: Lucas "Speaking Persuasively" 300-304
Day 12	Discuss: Strategies for creating a persuasive speech.	Read: Lucas "Speaking Persuasively" 305-317
Day 13	Exercise on creating and delivering persuasive speeches.	Finish: "Persuasive Speech"
Day 14	Due: "Persuasive Speech"	None
Day 15	Introduce: "Special Occasion (Commemorative) Speech"	Read: Lucas "Commemorative Speeches" 358
Day 16	Film: The King's Speech	Read: Lucas "Multiculturalism" 22-25
Day 17	Workshop for the "Special Occasion Speech"	Finish: Special Occasion (Commemorative) Speech
Day 18	Exercise: "The Thank You" Speech	Peer Review: "Special Occasion (Awards) Speech"



Day 19	Begin Special Occasion Speeches	
Day 20	Finish Special Occasion Speeches	