



SYLLABUS FOR PUBLIC SPEAKING

Program:	Bachelor of Science - Management
Subject Title:	Public Speaking
Subject Code:	COM123

COURSE DESCRIPTION

Public Speaking (COM123) is designed to assist students in developing public speaking skills. Students are trained in selecting and organizing ideas; adapting a message to a particular audience; supporting ideas clearly, vividly, and logically; and delivering an effective message with confidence and enthusiasm.

Throughout the course, attention will be focused on providing an atmosphere of positive reinforcement and constructive feedback. Students are encouraged to assist each other with suggestions for improvement. The basic premise of this course is that public speaking is a skill that can be mastered by anyone with motivation and determination.

COURSE OBJECTIVES

At the end of the course, students are able to be familiar with how to prepare for and deliver introductory speeches, informative speeches, and persuasive speeches effectively.

COURSE TEXT

Gregory, H. 1990 *Public Speaking for College and Career* 9th edn. McGraw-Hill, USA.

CLASS ACTIVITIES AND APPROACH TO LEARNING:

Class activities will include student presentations, group discussions, activities, and lecture. Much of class time will be devoted to providing students opportunities to give graded and ungraded speeches. Even when you are not giving a speech, listening to other speeches will provide you with ideas about what to do (and what not to do) for your future speeches.

COURSE REQUIREMENTS

To achieve the objectives mentioned above, students are expected to complete the following tasks:

- ✚ **Reading:** have all assigned reading done in time.
- ✚ **Group discussions:** discussion topics/exercises based on materials in the chapters will be assigned during class time. You will discuss these in groups and report group results to the class.
- ✚ **Speech evaluations:** you will be asked to provide feedback about fellow students' speeches and/or complete forms designed to evaluate such speeches.
- ✚ **A series of speeches:** Three graded speeches will be given during the semester, including one informative speech, one persuasive speech, and one introduction speech. Grading criteria will be provided for each speech.
 - **Informative speech** (<= 5 minutes): proposal and outline must be typed, printed, and submitted a week in advance. In this speech you may show how something works, report an event, explain a concept, or choose any other task as long as the goal is to convey knowledge and understanding. Microsoft Powerpoint or a similar presentation program (OpenOffice Impress or Apple's Keynote) must be used to support the speech.

- **Persuasive speech** (<= 8 minutes): proposal and outline must be typed, printed, and submitted a week in advance. In this speech you will attempt to persuade members of the audience to perform some action. Microsoft Powerpoint or a similar presentation program (OpenOffice Impress or Apple's Keynote) must be used to support the speech. You will choose one of the following options:
 - **Choice #1:** Pick a persuasive speech topic that members of the audience do not control directly, but have the power to affect collectively. Examples of persuasive topics that require group action include passing a law that changes the drinking age, changing the law on euthanasia, getting more computer labs on campus, etc. Topics generally fall into the policy category. These speeches may include asking the audience to sign a petition, send a form letter, or other actions that may have an impact on changing or establishing a policy.
 - **Choice #2:** Pick a persuasive speech topic in which individual audience members have direct control. Examples of topics include: persuading the individuals in the audience to eat healthy food, buy a particular product, wear seat belts, use contraceptive methods, give blood, become an organ donor, etc.
- **Introduction speech** (<= 2 minutes): You are required to make a short speech to introduce a guest speaker. You do not need any visual aid to support the speech. Neither do you have to prepare a speech outline.

GRADING

Assessment type	Weighting
Group discussions	30 points
Informative speech	50 points
Informative speech outline	25 points
Persuasive speech	100 points
Persuasive speech outline	40 points
Introduction speech	35 points
Speech evaluations	20 points
TOTAL	300 points

SPEECH TOPICS

All speech topics will be chosen by the speaker and do not require pre-approval by the instructor. When choosing a topic, follow the guidelines given by the instructor and find topics that are appropriate for the audience. If you are in doubt about a speech topic, please ask the instructor for suggestions. A list of possible topics will also be provided. You are, however, free to choose any topic that suits you and meet the guidelines indicated below.

Topics that involve objects and/or demonstrations that present a real or potential danger to the audience (i.e. guns, knives, explosives, fires), topics that include the presence or use of illegal substances (i.e. alcohol, marijuana, cocaine, nitrous oxide, crack, heroin), topics that offer instruction in illegal or unethical activities (i.e. how to forge identification papers, how to cheat on tests, how to launder money), topics that reflect a lack of concern for the diversity of the student population (i.e. religious, racial, or ethnic intolerance), and topics that lack intellectual challenge and stimulation (i.e. how to tie your shoelaces, how to brush your teeth, how to bake a cake), are discouraged.

COURSE OUTLINE

(All schedules in this syllabus are tentative and subject to change)

WEEK	SESSION	TOPICS COVERED
1. 12 Nov – 17 Nov	1.	Introduction to public speaking. Listening Controlling nervousness
	2.	Informative speech
2. 19 Nov – 24 Nov	3.	Persuasive speech
	4.	Reading audience analysis Selecting topic, purpose, and central idea
3. 26 Nov – 1 Dec	5.	Finding materials Supporting your ideas Presentation aids
	6.	Organizing the speech Outlining the speech
4. 3 Dec – 8 Dec	7.	Wording the speech Delivering the speech
	8.	SPEECH # 1 - (INFORMATIVE SPEECH)
5. 10 Dec – 15 Dec	9.	SPEECH # 1 - (INFORMATIVE SPEECH)
	10.	SPEECH # 2 - (PERSUASIVE SPEECH)
6. 17 Dec – 22 Dec	11.	SPEECH # 2 - (PERSUASIVE SPEECH)
	12.	Introduction speech Speech of acceptance Speech of inspiration
7. 24 Dec – 29 Dec	13.	SPEECH # 3 - (INTRODUCTION SPEECH)
	14.	SPEECH # 3 - (INTRODUCTION SPEECH) Course evaluation