



National Taiwan University of Science and Technology

2020 Summer Program

ENG 102 Public Speaking

Course Outline

Term: June 22-July 17, 2020

Class Hours: 10:30-13:00 (Monday through Friday)

Course Code: ENG 102

Instructor: Dr. M. Lee Alexander

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

Office Hours: TBA

Email: mlalex@wm.edu

Credit: 4

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

Course Overview: Welcome to ENG102, Public Speaking! This course is designed to improve your oral presentation and public speaking skills in order to meet your academic and career goals. These enhanced skills will help you communicate more effectively in all your undergraduate classes, and at future academic conferences or any other professional milieu. Thus focus on specific skills and guided practice will help you become a more clear and confident communicator, ready for engagement with 21st-century challenges.

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 questions, and showing awareness of 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.

NOTE: All students must have their own copy of this text in our class every day.

Weekly Course Plan:

The course will be designed in four units, corresponding to the four weeks of our program, and the four first sections of our text. See course calendar for assignment due dates and further details.

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.

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

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.

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

Week III: 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.



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

Week IV: Language and Delivery

This week, we will focus on essential elements of delivery in speech-giving, including word choice, body language, and the use of visual aids.

Chapters: 12) Language & Style; 13) Delivering Your Speech ; 14) Presentation Aids.

Assessment and Grading Criteria:

Attendance, Participation, and Small Assignments 15%

Speech I: Outline & Visuals 15%

Speech II: Individual Speeches—Recorded, with self-evaluation 20%

Speech III—Group Presentations: 30%

Final Written Exam (based on textbook readings & class lectures): 20%

Grading Scale: A = 93-100; A- = 90-92; B+ = 87-89; B = 83-86; B- = 80-82; C+ = 77-79; C = 73-76; C- = 70-72; D+ = 67-69; D = 63-66; D- = 60-62; F = 0-59

IMPORTANT! In an intensive session that meets every day, attendance at all classes and full and on-time participation in all class activities is required. In addition to the percent listed, missing more than two classes will lower final grade regardless of reason for absence. Excessive absences can lead to a full drop or more in letter grade. Over 5 minutes late will be counted as absent. Make effective use of the short time we have available.

Ethics & Public Speaking: In public speaking just as written assignments, it is vital to fully acknowledge all sources used. The definition of plagiarism is 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. Audience members must be able to find exactly the source in exactly the form you were looking at 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. For Power Points, placing your bibliography on the final slides is a useful method of providing audience members with the sources you consulted. In addition, a number of ethical considerations come into play when giving a presentation. We will discuss some of these ethical issues in class.



FAMOUS 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!**

