



National Taiwan University of Science and Technology

2020 Summer Program

ENG 102 Public Speaking

Course Outline

Term: June 01-July 03,2020

Course Code: ENG 102

Instructor: Professor Robert Barsky

Home Institution: Carleton University

Office Hours: by appointment

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Credit: 4

Course Overview:

This course will help you develop your ability to speak publicly in both academic and professional workspaces. We will work through fundamental communication skills, so as to ensure that you are able to present your best self, and avoid some of the pitfalls of self-representation. By the end of the course, you will be more confident, and better able to combat speech anxiety, draft and perform speeches appropriate to particular situations, and prepare for important interviews and presentations.

Course Description:

This course is designed to enhance oral communication skills for college and employment situations. We will engage in an array of communication activities that have been designed to improve oral presentation skills, including:

- Presenting different kinds of speeches
- Learning to assess and critique the content, organization, and delivery of speeches
- Assess the exigencies of settings in which you will be called upon to present your work
- Develop tools to assess the kind of presentation you should create, based upon the format, audience size, and time restrictions.
- Hone the ability to respond to audience reactions to your work.



Learning Outcomes:

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

- develop appropriate speeches
- Assess the style and content of speeches
- Determine what elements are essential for effective speech making
- Deliver a variety of different speeches
- Create appropriate visual aids to accompany your speeches
- Learn about resources that can help you with public speaking
- Develop skills to assess the audience, and pitch your work appropriately
- Develop your own “voice”

Required Textbook:

J. Dan Rothwell, *Practically Speaking*. Oxford UP, 2016

Grading & Evaluation:

Attendance, Participation, and Small Assignments 15%

Speech 1: 10%

Speech 2: 20%

Speech 3: 25%

Presentations: 30%

Grading Scale

A	94-100	C	74-76
A-	90-93	C-	70-73
B+	87-89	D+	67-69
B	84-86	D	64-66
B-	80-83	D-	60-63
C+	77-79	F	0-59



Course Schedule:

Week 1: The Basics of Public Speaking

Introduction. Getting to know each others strengths and weaknesses as public speakers.

Chapter 01: Communication Competence and Public Speaking

Defining Communication

Communication as a Transactional Process: Working with an Audience

Communication as Sharing Meaning: Making Sense

Defining Communication Competence in Public Speaking

Effectiveness: Achieving Goals

Degrees of Effectiveness: From Deficient to Proficiency

Audience Orientation: You Are Not Talking to Yourself

Appropriateness: Speaking by the Rules

Achieving Competent Public Speaking

Knowledge: Learning the Rules

Skills: Showing Not Just Knowing

Sensitivity: Developing Receptive Accuracy

Commitment: Acquiring a Passion for Excellence

Ethics: Determining the Right and Wrong of Speaking

Ethical Standards: Judging Moral Correctness of Speech

Plagiarism: Never Inconsequential

Summary

Ted Talks and YouTube Videos

Checklist

Chapter 02: Speech Anxiety

Speech Anxiety as a Challenge

Pervasiveness of Speech Anxiety: A Common Experience

Symptoms: Flight-or-Flight Response

Basic Symptoms: Your Body's Response to Threat



Appropriateness of Symptoms: Relevance to Public Speaking

Causes of Dysfunctional Anxiety and Basic Strategies

Self-Defeating Thoughts: Sabotaging Your Speech

Catastrophic Thinking: Fear of Failure

Perfectionist Thinking: No Mistakes Permitted

Desire for Complete Approval: Trying Not to Offend

The Illusion of Transparency: Being Nervous about Looking Nervous

Anxiety-Provoking Situations: Considering Context

Novelty of the Speaking Situation: Uncertainty

Conspicuousness: In the Spotlight

Types of Speeches: Varying Responses

Strategies for Managing Speech Anxiety

Prepare and Practice: Transforming Novelty into Familiarity

Gain Realistic Perspective: Rational Not Irrational Thinking

Adopt a Noncompetitive Communication Orientation: Reframing

Use Coping Statements: Rational Reappraisal

Use Positive Imaging: Visualizing Success

Use Relaxation Techniques: Reducing Fight-or-Flight Response

Try Systematic Desensitization: Incremental Relaxation

Summary

Ted Talks and YouTube Videos

Checklist

Chapter 3. Audience Analysis

Types of Audiences

Captive Audience: Disengaged Listeners

Committed Audience: Agreeable Listeners

Contrary Audience: Hostile Listeners

Concerned Audience: Eager Listeners

Casual Audience: Unexpected Listeners

Audience Composition

Age: Possible Generation Gaps

Gender: Go Beyond Simplistic Stereotypes

Ethnicity and Culture: Sensitivity to Diversity

Group Affiliations: A Window into Listeners' Views

Adapting to Diverse Audiences

Establish Identification: Connecting with Your Audience



Likeability: I Can Relate to You

Stylistic Similarity: Looking and Acting the Part

Substantive Similarity: Establishing Common Ground

Build Credibility: Establishing Believability

Adapt to the Situation: Influence of Circumstances

Adapt While Speaking: Exhibit Sensitivity

Topic Choice and Audience Adaptation

Exploring Potential Topics: Important Choice

Do a Personal Inventory: You as Topic Source

Brainstorm: New Possibilities

Crowdsourcing for Topics: Group Wisdom

Scanning for Topics: Quick Ideas

Appropriateness of Topic: Blending Topic and Audience

Speaker Appropriateness: Suitability for You

Audience Appropriateness: Suitability for Your Listeners

Occasion Appropriateness: Suitability for the Event

Narrowing the Topic: Making Subjects Manageable

Summary

Ted Talks and YouTube Videos

Checklist

Chapter 4. Gathering Material

The Internet: Online Research

Search Engines

Directories

Metasearch Engines

Virtual Libraries

Government Sites

Survey Sites

Internet Search Tips

Wikipedia: Credible Scholarship or Mob Rule?

Blogging Sites: Be Very Choosy

Famous Quotation Sties: The Wisdom of Others

Evaluating Internet Information: Basic Steps

Libraries: Bricks-and-Mortar Research Facilities

Librarian: Expert Navigator

Library Catalogues: Computer Versions



Periodicals: Popular Information Sources

Newspapers: An Old Standby

Reference Works: Beyond Wikipedia

Databases: Computerized Collections of Credible Information

Interviewing: Questioning Experts

Interview Plan: Be Prepared

Interview Conduct: Act Appropriately

Interviewing by Email: Surprise Yourself

Summary

Ted Talks and YouTube Videos

Checklist

Week 2: Organizing Speeches and Consulting Supporting Materials

We will learn about how to structure a speech, and seek out appropriate materials to help bolster the effectiveness of the presentation.

Chapter 5. Using Supporting Materials Effectively

Using Examples Competently

Types of Examples: Specific Illustrations

Hypothetical Examples: It Could Happen

Real Examples: It Did Happen

Brief Examples: Short and to the Point

Extended Examples: Telling a Story

Using Examples Effectively: Choose Carefully

Use Relevant Examples: Stay on Point

Choose Vivid Examples: Create Images

Use Representative Examples: Reflect What Is Accurate

Stack Examples: When One Is Not Enough

Using Statistics Competently

Measures of Central Tendency: Determining What Is Typical

Mean: Your Average Statistic

Median: An in-the-Center Statistic

Mode: Most Frequent Statistic

How to Use Statistics Effectively: Beyond Numbing Numbers

Use Accurate Statistics Accurately: No Distorting

Make Statistics Concrete: Meaningful Numbers

Make Statistical Comparisons: Gaining Perspective



Stack Statistics: Creating Impact

Use Credible Sources: Build Believability

Using Testimony Competently

Types of Testimony: Relying on Others

Testimony of Experts: Relying on Those in the Know

Eyewitness Testimony: You Had to Be There

Testimony of Non-Experts: Ordinary Folks Adding Color to Events

How to Use Testimony

Quote or Paraphrase Accurately: Consider Context

Use Qualified Sources: Credibility Matters

General Considerations across Types

Choose Interesting Supporting Materials: Counteracting Boredom

Cite Sources Completely: No Vague References

Abbreviate Source Citations: Brief Reference Reminders

Combine Examples, Stats, and Quotes: The Power of Three

Summary

Ted Talks and YouTube Videos

Checklist

Chapter 6. Attention: Getting People to Listen

Nature or Attention

Selective Attention of Listeners: Filtering Stimuli

Mindful Listening: Focused Attention

[Box Feature] Developing Competence in Public Speaking: How to Be a Mindful Speaker

Attention Strategies: Triggering Listening

Novelty: The Allure of the New

Unusual Topics: Choosing Outside the Box

Unusual Examples: The Anti-Sedative

Unusual Stories: Nothing Like a Good Tale

Unusual Phrasing: It Is in the Wording

Startling Appeal: Shake up Your Listeners

Startling Statements, Facts, or Statistics: The "Oh WOW" Effect

Inappropriate Use: Beware Bizarre Behavior

The Vital Appeal: Meaningfulness

Humorous Appeal: Keep Listeners Laughing

Do Not Force Humor: Not Everyone Is Funny



Use Only Relevant Humor: Stay Focused

Be Sensitive to Audience and Occasion: Humor Can Backfire

Consider Using Self-Deprecating Humor: "I'm Not Worthy"

Movement and Change: Our Evolutionary Protection

Intensity: Extreme Degree of a Stimulus

Summary

Ted Talks and YouTube Videos

Checklist

Chapter 7. Introductions and Conclusions

Objectives for Competent Introductions

Gain Attention: Focusing Your Listeners

Begin with a Clever Quotation: Let Others Grab Attention

Use Questions: Engage Your Listeners

Tell a Relevant Story: Use Narrative Power

Begin with a Simple Visual Aid: Show and Tell

Refer to Remarks of Introduction: Acknowledging Praise

Make A Clear Purpose Statement: Providing Intent

Establish Topic Significance: Making Your Listeners Care

Establish Your Credibility: Why Listeners Should Believe You

Preview The Main Points: The Coming Attractions

Objectives for Competent Conclusions

Summarize The Main Points: Connecting The Dots

Refer to the Introduction: Bookending Your Speech

Make a Memorable Finish: Sizzle Do Not Fizzle

Summary

Ted Talks and YouTube Videos

Checklist

Chapter 8. Outlining and Organizing Speeches

Effective Outlining

Standard Formatting: Using Correct Symbols

Division: Dividing the Pie

Coherence: Logical Consistency and Clarity

Completeness: Using Full Sentences

Balance: No Lopsided Time Allotment



[Box Feature] A Student Outline: Rough Draft and Revision

Effective Organization: Creating Patterns

Topical Pattern: By the Subjects

Chronological Pattern: According to Time

Spatial Pattern: Visualization

Causal Pattern: Who or What Is Responsible

Problem-Solution Pattern: Meeting Needs

Problem-Cause-Solution Pattern: Knowing Why and How

Comparative Advantages Pattern: Who or What Is Better

Monroe's Motivated Sequence: Five-Step Pattern

Narrative Pattern: Telling a Story

Connecting the Dots: Additional Tips

Provide Definitions

Use Signposts

Make Transitions

Use Internal Previews

Give Internal Summaries

Preparation Versus Presentation Outlines

Summary

Ted Talks and YouTube Videos

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Week 3: Organizing and Outlining

We will focus upon the performance of your speech, ensuring that the preparation, delivery and style of your speech is appropriate to the setting at hand.

Chapter 9. Speaking Style: Using Language

Oral Versus Written Style

Style in the Electronic Age

Standards of Competent Oral Style

Clarity: Saying What You Mean

Precision: Picking the Apt Words

Vividness: Painting a Picture

Metaphor and Simile: Figures of Speech

Alliteration: Several of the Same Sounds

Repetition: Rhythmic Cadence

Antithesis: Using Opposites



Summary

Ted Talks and YouTube Videos

Checklist

Chapter 10. Delivering Your Speech

Methods of Competent Delivery

Manuscript Speaking: Looking for Precision

Memorized Speaking: Memory Do Not Fail Me Now

Impromptu Speaking: Off-the-Cuff Presentations

Extemporaneous Speaking: The Virtues of an Outline

Developing Competent Delivery

Eye Contact: Connecting with Your Audience

Voice: Developing Vocal Variety

Fluency: Avoiding Excessive Vocal Fillers

Speaking Rate: Finding the Right Pace

Articulation and Pronunciation: Striving for Clarity of Speech

Body Movements: Finding the Right Balance

Podium Usage: Avoiding the Lectern Lean

Microphone Usage: Amplifying Your Delivery

Distracting Behaviors: Avoiding Interference

Audience-Centered Delivery: Matching the Context

Summary

Ted Talks and YouTube Videos

Checklist

Chapter 11. Visual Aids

Benefits of Visual Aids: Reasons to Use Them

Types of Visual Aids: Making Appropriate Choices

Objects: Show and Tell

Models: Practical Representations

Graphs: Making Statistics Clear and Interesting

Maps: Making a Point Geographically

Tables: Factual and Statistical Comparisons

Photographs: Very Visual Aids

Drawings: Photo Substitutes

Visual Aids Media: Simple to Technologically Advanced

Chalkboard and Whiteboard: All Dinosaurs Are Not Extinct



Poster Board: Simplicity Itself

Handouts: An Old Standby

Video Excerpts: DVDs, YouTube, and Visual Power

Projection Equipment: Blowing It Up

Computer-Assisted Presentations: PowerPoint

[Box Feature] PowerPoint: Lots of Power, Little Point?

Guidelines for Competent Use: Aids Not Distractions

Keep Aids Simple

Make Aids Visible

Make Aids Neat, Attractive, and Accurate

Do Not Block the Audience's View

Keep Aids Close to You

Put the Aid Out of Sight When Not in Use

Practice with Aids

Do Not Circulate Your Aids

Do Not Talk in the Dark

Anticipate Problems

Summary

Ted Talks and YouTube Videos

Checklist

Chapter 12. Skepticism: Becoming Critical Thinking Speakers and Listeners

Skepticism, True Belief, and Cynicism

Dangers of True Belief

The Process of True Believing

Confirmation Bias: Searching for Support

Rationalization of Disconfirmation: Clinging to Falsehoods

Shifting the Burden of Proof: Whose Obligation Is It?

The Process of Skepticism: Inquiring Minds Want to Know

Probability Model: Likely but Not Certain

Possibility: Could Happen, but Do Not Bet on It

Plausibility: Making a Logical Case

Probability: What Are the Odds?

Certainty: Without Exception

Skepticism and Open-Mindedness: Inquiring Minds, Not Empty Minds

Summary

Ted Talks and YouTube Videos



Checklist

Avoid Information Overload: Beware the Data Dump

Tell Your Story Well: Narrative Tips

Summary

Ted Talks and YouTube Videos

Checklist

Week 4: Language and Delivery

As the toolbox of the course fills up, we will focus upon the language and the delivery of your ideas, with particular emphasis upon persuasive speeches.

Chapter 13. Argument, Reasoning, and Evidence

An Argument: Staking Your Claim

Syllogism: Formal Logic

Toulmin Structure of Argument: Informal Logic

Criteria for Reasoning and Evidence: Is It Fact or Fallacy?

Credibility: Should We Believe You?

Manufactured or Questionable Statistics: Does It Make Sense?

Biased Source: Grinding an Ax

Expert Quoted Out of Field: No Generic Experts Allowed

Relevance: Does It Follow?

Ad Hominem Fallacy: Diversionary Tactic

Ad Populum Fallacy: Arguing from Public Opinion

Sufficiency: Got Enough?

Self-Selected Sample: Partisan Power

Inadequate Sample: Large Margin of Error

Hasty Generalization: Arguing from Example

Correlation Mistaken for Causation: X Does Not Necessarily Cause Y

False Analogy: Mixing Apples and Oranges

Summary

Ted Talks and YouTube Videos

Checklist

Chapter 14. Informative Speaking

Distinguishing Informative from Persuasive Speaking

Noncontroversial Information: Staying Neutral



Precursor to Persuasion: No Call to Action

Types of Informative Speeches

Reports: Facts in Brief

Explanations: Deeper Understanding

Demonstrations: Acting Out

Narratives: Storytelling

Speeches that Compare: Balancing the Pros and Cons

Guidelines for Competent Informative Speaking

Be Informative: Tell Us What We Do Not Know

Adapt to Your Audience: Topic Choice and Knowledge Base

Avoid Information Overload: Beware the Data Dump

Tell Your Story Well: Narrative Tips

Summary

Ted Talks and YouTube Videos

Checklist

Week 5: Types of Public Speaking

In our final week we will have an opportunity to test out our new skills, by delivering different styles of public speeches.

Chapter 15. Foundations of Persuasive Speaking

Defining Persuasion

Goals of Persuasion

Conversion: Radical Persuasion

Modification: Do Not Ask for the Moon

Maintenance: Keep 'Em Coming Back

Attitude-Behavior Consistency

Direct Experience: No Second-Hand Attitudes

Social Pressure: Getting Heat from Others

Effort Required: Degree of Difficulty

Elaboration Likelihood Model

Propositions: Fact, Value, and Policy Claims

Culture and Persuasion

Summary

Ted Talks and YouTube Videos



Checklist

Chapter 16. Persuasive Speaking Strategies

Enhance the Speaker: Identification and Credibility

Use Logic and Evidence: A Persuasive Focus

Persuasive Arguments: Quality and Quantity

Persuasive Evidence: Statistics versus Narratives

Try Emotional Appeals: Beyond Logic

General Emotional Appeals: Motivating Change

Fear Appeals: Are You Scared Yet?

Anger Appeals: Moderately Upset

Ethics and Emotional Appeals: Is It Wrong To Be Peripheral?**Frame Your Case: Shaping Attitude and Behavior with Language**

Induce Cognitive Dissonance: Creating Tension

Use the Contrast Effect: Minimize the Magnitude

Use a Two-Sided Organizational Pattern: Refutation

Summary

Ted Talks and YouTube Videos

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