



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: Joseph Bowling

Home Institution: Carleton University

Office Hours: by appointment

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Credit: 4

Class Hours:

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

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, 2019

<https://www.redshelf.com/book/1508729/practically-speaking-1508729-9780197528235-j-dan-rothwell>

Grading & Evaluation:

Attendance, Participation, and informal speech analysis 25%

Speech 1: 20%

Speech 2: 25%

Speech 3: 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

For our first week, we will cover the fundamentals of public speaking and address how to overcome common anxieties and fears associated with it.

Chapter 1. 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 Deficiency 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

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TED TALKS AND YOUTUBE VIDEOS

CHECKLIST

CRITICAL THINKING QUESTIONS

Chapter 2. Speech Anxiety

SPEECH ANXIETY AS A CHALLENGE

Pervasiveness of Speech Anxiety: A Common Experience

Intensity of Speech Anxiety: Fate Worse Than Death?

[Box Feature] First Speech: Sample Narrative Speech of Introduction on Speech Anxiety

SYMPTOMS: FIGHT-OR-FLIGHT RESPONSE

Basic Symptoms: Your Body's Response to Threat

Appropriateness of Symptoms: Relevance to Public Speaking

CAUSES OF DYSFUNCTIONAL ANXIETY

Self-Defeating Thoughts: Sabotaging Your Speech

Catastrophic Thinking: Fear of Failure

Perfectionist Thinking: No Mistakes Permitted

The Illusion of Transparency: Being Nervous about Looking Nervous

Desire for Complete Approval: Trying Not to Offend

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
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Chapter 3. Audience Analysis and Topic Selection

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 AND SITUATIONS

Establish Identification: Connecting with Your Audience
Likability: 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

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Chapter 4. Gathering Material

THE INTERNET: ONLINE RESEARCH

Search Engines

Virtual Libraries

Government Sites

Survey Sites

Wikipedia: Credible Scholarship or Mob Rule?

News and Blogging Sites: Be Very Choosy

Famous Quotation Sites: 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

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CRITICAL THINKING QUESTIONS

Week 2: Organizing Speeches and Consulting Supporting Materials

We will learn about how to structure a speech and effectively deliver a speech.

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

Choose Statistics for Effect: Beyond Numbing Numbers

Use Accurate Statistics Accurately: No Distorting

Make Statistics Concrete: Meaningful Numbers

Make Statistical Comparisons: Gaining Perspective

Use Credible Sources: Build Believability

Stack Statistics: Creating Impact

Use Visual Aids: Clarify Statistical Trends and Analysis

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 Effectively

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 Repetitive Source Citations: Oral Reference Reminders

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

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TED TALKS AND YOUTUBE VIDEOS

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CRITICAL THINKING QUESTIONS

Chapter 6. Attention: Getting People to Listen

NATURE OF ATTENTION: A TRANSACTIONAL PROCESS

Selective Attention of Listeners: Filtering Stimuli

How to Be a Mindful Listener: Assisting the Speaker

SPEAKER'S ATTENTION STRATEGIES: TRIGGERING LISTENING

The Vital Appeal: Meaningfulness

Novelty: The Allure of the New

Unusual Topics: Choosing Outside the Box

Unusual Examples: The Anti-Sedative

Unusual Stories: Compelling Attention

Unusual Phrasing: Wording Matters

Unusual Presentation: Song and Dance

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"
Startling Appeal: Shake Up Your Listeners
Startling Statements, Facts, or Statistics: The "Oh WOW" Effect
Inappropriate Use: Beware Bizarre Behavior
Movement and Change: Our Evolutionary Protection
Intensity: Extreme Degree of a Stimulus

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Chapter 7. Introductions and Conclusions

OBJECTIVES FOR COMPETENT INTRODUCTIONS

Gain Attention: Focusing Your Listeners
Begin with a Clever Quotation: Let Others Grab Attention
Startle Your Audience: Surprise Opener
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 Don't Fizzle

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CRITICAL THINKING QUESTIONS

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

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CRITICAL THINKING QUESTIONS

Week 3: Organizing and Outlining

We will continue to focus on performance and delivery this week, and with special attention to how to effectively incorporate technology into your presentation.

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

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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
Online Speeches: Clean Up Your Room
Audience-Centered Delivery: Matching the Context
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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: LOTS OF POWER, LITTLE POINT?
"I HAVE A DREAM" (SEVERAL DREAMS, ACTUALLY)--M. L. KING
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

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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

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

Becoming a Skeptic: Steps to Be Taken

--What Speakers as Skeptics Do

--What Listeners as Skeptics Do

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Week 4: Language and Delivery

We'll build on our performance skills and begin to focus on the arts of argumentation.

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
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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
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Week 5: Types of Public Speaking

We will end the course by studying persuasive public speaking and address some other genres and other common occasions that call for public speaking.

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

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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 Persuasion: Emotional Appeals Revisited

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

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Chapter 17. Speeches for Special Occasions

TRIBUTE ADDRESSES

Toasts: Raising a Glass in Tribute

Roasts: Poking Fun with Admiration

Tribute to Colleagues: Honoring the Departing

Eulogies: Praising the Departed

INTRODUCTIONS OF FEATURED SPEAKERS

SPEECHES OF PRESENTATION

SPEECHES OF ACCEPTANCE

COMMENCEMENT ADDRESSES

AFTER-DINNER SPEECHES

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CRITICAL THINKING QUESTIONS