



National Taiwan University of Science and Technology

2021 Summer Program

COMM 105 Speaking of Ideas

Course Outline

Course Code: COMM 105

Instructor:Dr. Musa Gurnis

Home Institution:Washington University of St. Louis

Office Hours: by appointment

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Credit: 4

Course Description: Human speech binds us together socially. We have a duty to speak, as well as a duty to listen, to promote the common good. In our individual lives, whether giving a presentation in class or a toast at a wedding, we must overcome our nervousness and gather our thoughts to say the things that matter.

Course Goals:

Lectures cover a range of theoretical and practical aspects of public speaking while assignments develop several crucial skills including:

- 1) communication theory
- 2) audience analysis
- 3) organization of ideas
- 4) persuasive use of evidence and examples
- 5) effective use of visual aids
- 6) strategies for overcoming the fear of public speaking



7) debate techniques

8) addressing groups in informal contexts

Required Text:

Public Speaking: Concepts & Skills for a Diverse Society (7th edition), Clella Iles Jaffa

Schedule:

Week 1

Mon: Communication Theory (Chapter 1)

Tues: Conquering Stage Fright (Chapter 2)

Wed: Speaking Honestly and Responsibly (Chapter 3)

Assignment (Due Wednesday): video and text of 2-minute self-introduction

Thurs: Active Listening (Chapter 4)

Fri: short answer quiz

Week 2

Mon: Audience Analysis (Chapter 6); watch video of Mr. Rogers testimony to Congress

Assignment (Due Monday): 3-minute video and text of anecdotal audience analysis

Tues: Research and Evidence (Chapters 7 & 8)

Wed: Organizing Key Points (Chapter 9 & 10); watch video “Don’t Cashcrop my Cornrows”

Thurs: The Art of Persuasion (Chapters 17 & 18)

Fri: short answer quiz

Week 3

Mon: Outlining Your Speech (Chapter 11)

Tues: Choosing Specific Language (Chapter 12)

Assignment (Due Tuesday): speech outline



Wed: Presentation Aids (Chapter 13)

Thurs: Delivering Your Speech (Chapter 14); watch TED talk “The Danger of a Single Story”

Assignment (Due Saturday): video and text of 10-minute speech

Week 4

Mon: Storytelling (Chapter 15)

Tues: Informative Speaking (Chapter 16)

Wed: Speaking in Small Groups (Appendix A)

Assignment (Due Wednesday): video and text of 2-minute “elevator pitch”

Thurs: Speaking on Special Occasions (Appendix B)

Assignment (Due Friday): video and text of 2-minute toast

Assignments and Grading:

Short answer quiz 1: 10%

Short answer quiz 2: 10%

2-minute self-introduction video with notes: 10%

3-minute audience analysis video with notes: 15%

Speech outline: 10%

10-minute speech video with notes: 20%

2-minute elevator pitch video with notes: 15%

2-minute toast video with notes: 10%

Students will be graded on both the content and delivery of speaking assignments. Notes should be substantive even when students are presenting in a more “unscripted” style. For the 10-minute assignment, students are free to speak on any topic. The two short quizzes will ask students to write short paragraphs defining and reflecting on key terms and concepts from the reading and lectures.