



上海财经大学

Shanghai University of Finance & Economics

中国上海市国定路777号 邮编200433 777 Guoding Road, Shanghai, 200433, China

Shanghai University of Finance & Economics

2021 Summer Program

ENG 102 Public Speaking

Course Outline

Term: June 14 – July 09, 2021

Class Hours: 12:00-13:50 (Monday through Friday)

Course Code: ENG 102

Instructor: R. Benedito Ferrão

Home Institution: William and Mary

Office Hours: TBA and by appointment

Email: rbferrao@wm.edu

Class Hours: This course will have 52 class hours, including 32 lecture hours, professor 8 office hours, 8-hour TA discussion sessions, 4-hour review sessions.

Course Description: In this course, students will be introduced to speech communication which emphasizes the practical skill of public speaking. This includes techniques to lessen speaker anxiety and the use of visual aids to enhance speaker presentations where necessary. Foundational to this course are civility and ethical speech-making; its goal is to prepare students for success in typical public speaking situations and to provide them with the basic principles of organization and research needed for effective public speaking.

Course Objectives:

The preparation of speeches that will inform, persuade, or fulfill the needs of a special occasion

An emphasis on research as the starting point of speech-making

Deciding when and how to use presentation aids to enhance speech-making

Creation of outlines for the purposes of public speaking

Knowing one's audience and tailoring a speech accordingly

Effective listening

Understanding and explaining the communication process

Required Textbooks: *The Public Speaking Project* (nd):

<http://publicspeakingproject.org/psvirtualtext.html>



Grading & Evaluation:

Each of the speeches is worth 25% of your grade.

It is expected that students will come to class having read assigned materials and with the intention of discussing these critically. The individual speech grades will also account for preparedness, interactivity, and engaged participation in class. Attendance will be recorded at every meeting. Should you need to miss a class, please discuss this with me as soon as is possible. Assignments must be completed by the designated dates and late submissions, where applicable, may only be entertained at the instructor's discretion and certainly not without prior discussion.

A : 94 - 100 A- : 90 – 93

B : 83 - 89 B- : 80 – 82

C : 73 - 79 C- : 70 – 72

D : 63 - 69 D- : 60 – 62

F : Fail

Course Schedule

** Review all reading assignments ahead of the class in which we will discuss them.**

Week1: The Introductory Speech

Chapter 1: [Introduction to Public Speaking](#)

by Lisa Schreiber and Morgan Hartranft

Chapter 4: [Listening Effectively](#)

by Jenn Goddu

Assignment 1: The Self-Introductory Speech

This is a three- to four-minute speech of self-introduction based on a national newspaper or magazine article (such as *Shanghai Daily* or *The New York Times*) from your actual year of birth. Select an item to speak about which relates to your life in some way. No visual aids are to be used for this assignment.

Week2: Informative Speech

Chapter 7: [Supporting Your Ideas](#)

by Sarah Stone Watt

Chapter 8: [Organizing and Outlining](#)

by Joshua Trey Barnett

Chapter 15: [Informative Speaking](#)

by Lisa Schreiber



Assignment 2: The Informative Speech

In a four- to six-minute speech, you will inform the audience about some person, object, or event. A full-sentence outline and bibliography are required. You may use visual aids for this presentation.

Week3: Persuasive Speech

Chapter 16: [Persuasive Speaking](#)

by Sarah Stone Watt and Joshua Trey Barnett

Chapter 5: [Audience Analysis](#)

by Peter Decaro, Tyrone Adams, and Bonnie Jefferis

Chapter 13: [Visual Aids](#)

by Sheila Kasperek

Assignment 3: The Persuasive Speech

In this six- to seven-minute speech, you will attempt to persuade the audience *for* or *against* a predetermined position. Prior to the presentation, you will work on an outline and a visual presentation.

Week4: Special Occasion Speech

Chapter 10: [Using Language Well](#)

by E. Michele Ramsey

Chapter 11: [Speaking with Confidence](#)

by Ron Grapsy

Chapter 17: [Special Occasion Speaking](#)

by Juliann Scholl

Assignment 4: The Special Occasion Speech

Speakers may choose from one of the following options to deliver a five- to seven-minute speech: (1) a commemorative speech honoring a famous historical person or event or (2) a “grand narrative” speech – using a narrative to tell a family story that has been passed down to you which contains a particular moral or insight.