



## **Hankuk University of Foreign Studies**

### **2023 Summer Session**

### **ENG 102 Public Speaking**

### **Course Outline**

**Class Hours: 08:00-10:00 (Monday through Friday)**

**Course Code: ENG 102**

**Instructor: R. Benedito Ferrão**

**Home Institution: William & Mary**

**Email: rberrao@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 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.

**Grading System (1 ~ 100)**

A+ : 96 - 100	A : 91 - 95
B+ : 86 - 90	B : 81 - 85
C+ : 76 - 80	C : 71 - 75
D+ : 66 - 70	D : 60 - 65
F : 0 - 59	
Pa : Pass	Fa : Fail

**Course Schedule:**

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



## **Week 1: 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.

## **Week 2: 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.

## **Weeks 3 and 4: 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.

**Weeks 4 and 5: 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.