



University of International Business and Economics International Summer School

COM 110/ENG 120 Public Speaking

Term: July 2 – August 2, 2018

Instructor: Takis Poulakos

Home Institution: University of Iowa

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Class Hours: Monday through Thursday, 120 minutes each day

Office Hours: TBD

Discussion Sessions: 2 hours each week

Total Contact Hours: 66 contact hours (45 minutes each)

Credit: 4

Course Description:

This course helps students learn and apply the major strategies, concepts, and principles of public speaking. Students should gain both understanding and practice in researching, preparing and delivering speeches. This course covers several of the major varieties of speeches used to address real world situations, including instructing, informing, persuading, and praising.

Course Goals:

Students should expect to gain practice and learn the following:

- ✧ Effectively deliver speeches in a number of public forums and formats.
- ✧ Apply the requisite techniques used to research, organize, and script a speech.
- ✧ Perform constructive criticism of peers and public figures.
- ✧ Speak extemporaneously and field questions on prepared topics.
- ✧ Adapt arguments and speaking styles to different audiences.

Required Text:

Lucas, Stephen E. *The Art of Public Speaking*, 11th edition (McGraw- Hill, 2011) electronic textbook version. An e-textbook version of this text is available here: <http://www.coursesmart.com/the-art-of-public-speaking-11th-edition/lucasstephen/dp/0077428218>

In addition to selections from the textbook, there are required activities assigned for homework. If there are any readings other than from your textbook, I will pass those out as hard copies to you in class or at least refer you to external resources. Reading and discussing these contribute to your participation grade.

Required Assignments:

Students will give four speeches, one presentation, and will take one final exam. In addition, students will do several informal assignments.

Grading Policy:

◇ “How-to” Speech	10%	(3-4 minutes)
◇ Speech to Praise	15%	(3-4 minutes)
◇ Informative Speech	20%	(4-5 minutes)
◇ Persuasive Speech	25%	(5-6 minutes)
◇ In class assignments and presentations	15%	
◇ Final Exam	15%	

Grading Scale:

Assignments and examinations will be graded according to the following grade scale:

A	90-100	C+	72-74
A-	85-89	C	68-71
B+	82-84	C-	64-67
B	78-81	D	60-63
B-	75-77	F	below 60

Class Rules:

Instructor’s Policies for this Course

Students are expected to:

- ◇ Attend all class meetings
- ◇ Complete and hand in assignments on time
- ◇ Respect other students’ input and communicate ethically
- ◇ Make positive contributions and participate in class activities, not engage in side conversations, website browsing, or text messaging

University Policies for this Course

This university has policies for academic conduct, including those regarding plagiarism and cheating. It is your duty to know these policies and not to violate them in any way. Academic misconduct is a serious offense and can be grounds for failing this course and possible expulsion from the university.

Attendance:

Summer school is very intense and to be successful, students need to attend every class. Occasionally, due to illness or other unavoidable circumstance, a student may need to miss a class. UIBE policy requires a medical certificate to be excused. Any unexcused absence may affect the student's grade. Moreover, UIBE policy is that a student who has more than 1/3 of the class in unexcused absences will fail the course.

Course Schedule:

Monday July 2:

Overview of the course
 Informal speeches of introduction
 Assign Speech 1: “How-to” Speech, 3-4 minutes
 Discuss criteria for topic selection

Tuesday July 3:

In class activity: delivering one-minute speech



Topic selection and narrowing
Read: Lucas, The Introduction

Wednesday July 4:

Introductions to speech 1 due
Workshop: introductions
In class activity: delivering one minute speech
Discuss: Topics, thesis, organization

Thursday July 5:

Main points to speech 1 due
Workshop: main points
Read: Lucas, Main Points
In class activity: practicing delivery of speech 1

Monday July 9:

“How-to” Speeches Due (3-4 min)

Speech Outlines Due

Review of speech evaluations, understanding criteria for evaluation
Assign Speech 2: Commemorative Speech (to praise), 3-4 minutes

Tuesday July 10:

Student feedback and evaluation of speeches
Introductions to speech 2 due
Workshop: introductions
Read: Lucas, Commemorative Speeches
In class activity: delivering one minute speech

Wednesday July 11:

Main points to speech 2 due
Workshop: main points
Read: Lucas, Supporting your ideas
Read: Lucas, Building Credibility
Discuss: Audience adaptation

Thursday July 12:

Draft of complete speech 2 due
Workshop: drafts of speech 2
In class activity: practicing delivery of speech 2 (and timing)
Read: Lucas, Using Language
Read: Lucas, Using Language Effectively

Monday July 16:

Speeches to Praise Due (3-4 min)

Speech Outlines Due

Tuesday July 17:

Student feedback and evaluation of speeches

Assign Speech 3: Informative Speech, 4-5 minutes
Read: Lucas, Types of Informative Speeches
Read: Lucas, Guidelines for Informative Speaking

Wednesday July 18:

Introductions to Speech 3 due
Workshop: introductions
Read: Lucas, Citing Sources Orally
Read: Lucas, Connectives
Discuss: transitions

Thursday July 19:

First main point of speech 3 due
Workshop: first main points
Read: Lucas, Delivery
In-class activity: delivering one minute speech

Monday July 23:

Completed draft of speech 3 due
Workshop transitions and conclusions
In class activity: practicing delivery of speech 3, timing
Read: Lucas, Outlining the speech

Tuesday July 24:

Speeches to Inform Due (4-5 min)
Speech Outlines Due

Wednesday July 25:

Student feedback and evaluation of speeches
Assign speech 4: Persuasive Speech, 5-6 minutes
Discuss topic selection, organization
Read: Lucas, The Importance of Persuasion
Read: Lucas, Persuasive Speeches
Read: Lucas, Using Evidence

Thursday July 26:

Introductions to speech 4 due
Workshop: Introductions
Thesis and organization
In class activity: delivering one minute speech

Monday July 30:

Completed drafts of speech 4 due
Workshop: drafts
Practice: delivery of speech 4, timing

Tuesday July 31:

Speeches to Persuade Due (5-6 min)



Speech Outlines Due

Wednesday August 1:

Student feedback and evaluation of speeches
In class Self Evaluation Report

Thursday August 2:

Final Exam
Concluding remarks