



COM 180: Public Speaking
Summer I 2019
M/T/W/TH 8:30 – 11:05
Room: LAC 2

Instructor for the first half: Satomi Sugiyama, Ph.D.

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Instructor for the second half: Sara Rutkowski, Ph.D.

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Course Description

This course introduces students to the basic theory and practice of public speaking. More than simply a required skill for class and/or professional presentations, public speaking has a long political tradition in many cultures both ancient and modern. It complements civic engagement within the public sphere and plays a central role in deliberative political participation. Since the emergence of the Internet, public speaking has also become increasingly important in digital form. From a theoretical point of view, this course considers both the historical role of public speaking as it relates to socio-political change and its ongoing necessity today within global processes. From a practical point of view, students will become familiar with various rhetorical methods and concepts involved in public speaking, learn how to analyze and critically understand actual speeches, and practice public speaking in a variety of contexts. Students should leave the course with a better understanding of both the theory and practice of public speaking, particularly with a view towards global social engagement.

Learning Outcomes

Students who complete the course with a passing grade will be able to demonstrate that they have:

1. Acquired through readings, class preparation assignments and in-class activities a basic knowledge of key terms, concepts and theories related to public speaking;
2. Learned through speech critiques that they can respond critically and analytically when listening to speeches and can identify key rhetorical aspects of those speeches;
3. Improved through their own speeches the drafting, revising, and practicing process that goes into a good public speech;
4. Understood the ethical considerations of public speaking through readings and through their own development as public speakers;
5. Improved their awareness of their own role in affecting change through public speaking on both the local and global level.

Course Material

Required: Lucas, S. E. (2012). *The Art of Public Speaking*. 12th international student edition. New York: McGraw-Hill International. Available at the bookstore.

Moodle: Some material for this course will be uploaded onto the course MOODLE site.

Library: Other sources as required through library and data base research for your speeches as well as the World Wide Web.

Course Assignments

Attendance and Contribution to the Course (15%)

In this workshop-style course, your contributions are important. We will do numerous activities in class with regular feedback from other students and simply coming to class does not mean that you are contributing to it. Coming to class prepared by doing the readings, completing homework, and engaging with the class material are all important.

Quizzes (5%*2 = 10%)

There will be two quizzes that allow you to review key concepts discussed in class. Each quiz will be composed of 10 questions in the format of multiple-choice, fill-in-the blank, or short answer. Please be sure to keep track of key terms/concepts as you do your reading assignments. There will be no make-up quiz unless there is a documented emergency.

“I am a global speaker!” paper (10%)

After reviewing the video of your own in-class speech exercise (June 6, Thursday), please reflect upon your performance using the concepts you learned in class thus far. In doing so, please consider 1) what are some of your strengths and weaknesses, 2) how you would characterize your own “communication style” as a global public speaker, and 3) what you think would help improve your performance. Keep in mind that you are studying public speaking to develop your speaking skills as a global speaker to the global audience. We will discuss what this means in class during the first week. The paper should be about 2 pages in length.

Formal speeches

A major part of this course focuses on actually giving speeches. For each speech below, you will turn in a full-sentence speech preparation outline, and a reflection on your speech as well as a copy of your visuals if used. To help you with your reflection for each speech, all speeches will be videoed and placed on the private YouTube class channel (TBC). During speeches, students will have time to provide feedback as listeners. The speeches are:

Speech 1: Informative Speech (15%)

An extemporaneous informative speech based on research about an existing person, foundation, organization or other body in your home country that has affected positive social change (6 minutes and 2 minute Q&A or 10 minutes total including set up).

Speech 2: Persuasive Speech (25%)

An extemporaneous persuasive speech based on research and empirical data that proposes a new civic engagement project at Franklin to affect positive change (10 minutes and 3 minute Q&A or 15 minutes total including set up).

Speech 3: Symposium (15%)

A collaborative group speech, in which you choose and defend your choice to endorse one or two of the persuasive projects presented to the class. Each group will select a moderator who introduces the topic and speakers.

Speech Evaluation and Reflection (10%)

Following the delivery of each persuasive speech, students will complete an evaluation form to apply the knowledge of concepts learned in class. For the last class, students will turn in a typed, 2-page reflection on the process of collaborating with their group.

Attendance and Lateness Policy

In a workshop class such as this, attendance is crucial for the smooth running of the course, particularly on speech days, or days on which you are presenting material. One unexplained absences are allowed without affecting your final grade. After 2 absences, for whatever reason, your final grade will drop one letter grade per absence. After 6 absences, I will ask you to withdraw from the course. Being late once or twice will not affect your final grade; consistent lateness will lower your final grade. If you are absent on the day you are scheduled to present something, you will fail that assignment.

Late Work and Make up Work

Assignments are due on the date given in the schedule, particularly speeches. Extensions or make up speeches will only be considered under dire circumstances, e.g. if you are hospitalized. Unless otherwise instructed, all papers/written assignments need to be typed (Times New Roman, 12 font), printed out, and turned in at the beginning of class on the due date. That is, turning in the papers/assignments right after class means a day late. Late paper/written assignment will receive a grade of one letter down (e.g., An "A" paper will receive "A-" grade).

Academic Dishonesty

Academic integrity is an important aspect of this course, particularly with regards to plagiarism. Plagiarism in public speaking takes many forms, such as:

- downloading an entire speech or part of it
- over-paraphrasing someone else's words
- quoting someone without giving credit
- using images without giving credit

Having someone write your speech for you, resubmitting your own previous work, and/or fabricating evidence also go against the Franklin University academic integrity policy (see new academic catalogue, page 215). All violations of academic integrity will result in an F for the assignment. You may also fail the course entirely and be subject to further disciplinary action on the part of the dean. If you have questions about academic integrity with public speaking that you are unsure about, please see me.

Tentative Schedule (as of June 3, 2019)

Date	Topics & Readings	Assignments
6/3 (M)	Welcome! The speech communication process (Ch 1)	
6/4 (T)	Listening (Ch 3) Audience analysis (Ch 6)	
6/5 (W)	Collecting evidence to support your ideas (Ch 7)	
6/6 (TH)	Quiz 1 Delivery (Ch 13) Auditorium exercise	
6/10 (M)	Selecting a topic and a purpose (Ch 5) Speaking to inform (Ch 15) Start writing an informative speech in class	"I am a global speaker!" reflection paper due
6/11 (T)	Quiz 2 Skim "Beginning and Ending the Speech" and "Outlining the Speech" (Ch 10 & 11)	

	In-class speech writing (attendance is required) Informative Speech outline due at the end of class	
6/12 (W)	Film	
6/13 (TH)	Informative speech delivery	
6/17 (M)	“Speaking to Persuade” and “Methods of Persuasion” (Ch 16 & 17) Persuasion activities Selecting a topic	
6/18 (T)	Watch persuasive speeches Review “Beginning and Ending the Speech” and “Outlining the Speech” (Ch 10 & 11) Draft proposal/outline	
6/19 (W)	“Using language” (Ch 12) In-class writing/practice	Proposal/Outline for Persuasive Speech due
6/20 (TH)	Persuasive speech delivery	Speech evaluations due
6/24 (M)	“Speaking in Small Groups” (Ch 19) Group work: creating a symposium Selecting a topic	
6/25 (T)	Draft proposal/outline	
6/26 (W)	Group work: practice	Proposal/Outline for Symposium due
6/27 (TH)	Symposium delivery	Reflection on group work due