



COM 123 Fundamentals of Public Communication

Summer 2023

Course Credits: 4

Contact Hours: 55 hours

Instructor: TBA

Email:TBA

COURSE OBJECTIVES

COMS 123 Fundamentals of Public Communication is a foundational course designed to provide students with the fundamentals of oral composition and delivery. It focuses on methods for improving your skills as a communicator and public speaker. In the course, students will engage in a variety of activities designed to enhance their understanding of speech preparation and delivery, including lectures, writing assignments, quizzes, group discussions, in-class presentations (speeches) and a final exam.

Upon Completion of this Course, students will be able to:

1. Understand the fundamental knowledge of public communication
2. Cultivate effective communication skills through practical exercise including group discussions and in-class presentations (speeches)
3. Have the capacity to compose and deliver informative and persuasive speeches
4. Develop analytical and critical thinking abilities and be able to evaluate information, arguments, and evidence in public communication contexts
5. Engage in self-reflection and assessment to identify their personal communication strengths and areas for improvement

PREREQUISITES

N/A

GRADING

Grades will be determined by accumulating points, with 100 points being the



maximum, as follows:

ITEM	POINTS
Writing Assignments	10 Points
Quizzes	10 Points
Group Discussion	20 Points
In-Class Presentation (speech)	20 Points
Final Exam	40 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F$.

We reserve the right to make adjustments to the overall grading policy.

COURSE MATERIALS

Required Texts:

Stephanie J. Coopman; James Lull, *Public Speaking: The Evolving Art*, 4th Edition, Cengage Learning, 2018.

Recommended (Optional) Texts or Other Materials:

None

COURSE TOPICS

MODULE	TASKS
Module 1	Topics: Topic 1: Course Overview Topic 2: Introduction to public Communication Topic 3: Public Communication Theory: Foundations Topic 4: Communication/Listening Assessments: Writing Assignment#1 Quiz#1



Module 2	Topics: Topic 5: Purpose in Communication Topic 6: Ideas Supporting Topic 7: Persuasion & Motivation Topic 8: Audience Analysis and Adaptation Assessments: Writing Assignment#2 Quiz#2
Module 3	Topics: Topic 9: Effective Use of Language Topic 10: Cognitive Skills and Strategies Topic 11: Emotional Intelligence and Its Role in Communication Topic 12: Developing Empathy and Rapport with the Audience Assessments: Group Discussion
Module 4	Topics: Topic 13: Topic Searching Topic 14: Components of a Speech Topic 15: Speech Outlining and Organization Topic 16: Speech Delivery Assessments: In-Class Presentation (speech)
Module 5	Topics: Topic 17: Speech Analysis, Critique and Reflection Topic 18: Informative Speaking & Persuasive Speaking Topic 19: Ethical Communication Topic 20: Final Exam Reviews Assessments: Final Exam

ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.



2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

LEARNING REQUIREMENTS

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

TECHNOLOGY POLICY

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).

ACADEMIC INTEGRITY POLICY

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

DISABILITY ACCOMMODATION



蘇州大學
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Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.