



蘇州大學
Soochow University

LIN 235 Public Speaking

Summer 2023

Course Credits: 4

Contact Hours: 55 hours

Instructor: TBA

Email: TBA

COURSE OBJECTIVES

This course introduces students to the principles and practices of effective public speaking. Through a variety of activities, including speech preparation and delivery, students will learn how to communicate confidently and persuasively in a range of contexts .

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

1. Identify and apply effective public speaking techniques in a variety of contexts
2. Analyze and evaluate effective speeches and delivery styles
3. Demonstrate improved confidence and delivery skills in public speaking
4. Create and deliver effective persuasive, informative, and special occasion speeches
5. Use effective research and organization techniques to develop well-structured speeches
6. Engage and connect with an audience using verbal and nonverbal communication techniques

PREREQUISITES

N/A

GRADING

Grades will be determined by accumulating points, with 100 points being the maximum, as follows:



ITEM	POINTS
Quizzes	20 Points
Practical Exercises	20 Points
Delivery of Speeches	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:

Public Speaking: Strategies for Success by David Zarefsky.

Recommended (Optional) Texts or Other Materials:

The Art of Public Speaking by Stephen E. Lucas

COURSE TOPICS

MODULE	TASKS
Module 1	<p>Topics: Topic 1: Introduction to Public Speaking Topic 2: Understanding public speaking techniques and contexts Topic 3: Analysis of effective public speaking Topic 4: Speech Preparation</p> <p>Assessments: Quiz#1</p>
Module 2	<p>Topics: Topic 5: Selecting a topic Topic 6: Identifying and analyzing the audience Topic 7: Developing a speech outline Topic 8: Speech Delivery</p> <p>Assessments: Quiz#2</p>



Module 3	Topics: Topic 9: Vocal and physical techniques Topic 10: Managing nervousness and anxiety Topic 11: Developing effective delivery skills Topic 12: Persuasive Speaking Assessments: Delivery of Speeches
Module 4	Topics: Topic 13: Understanding persuasive techniques Topic 14: Creating persuasive arguments Topic 15: Analyzing effective persuasive speeches Topic 16: Informative Speaking Assessments: Practical Exercises
Module 5	Topics: Topic 17: Creating informative speeches Topic 18: Special Occasion Speaking Topic 19: Understanding special occasion contexts and techniques Topic 20: Critique and Evaluation 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

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



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professors from seeing you have learned the course material.