



LIN 236 Introduction to Public Speaking

Summer 2023

Course Credits: 4

Contact Hours: 55 hours

Instructor: TBA

Email:TBA

COURSE OBJECTIVES

This course teaches the theories and practices of effective public speaking and helps students develop their public speaking skills. Topics covered in this course include speech preparation and delivery, audience analysis, persuasion techniques, and rhetorical choice. In addition, the course will also introduce the ethics of public speaking. In this course, students will have opportunities to practice speaking in front of an audience and receive feedback to analyse their speeches, as such help them improve their public speaking skills.

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

1. Understand the theory, practice, analysis, and ethics of public speaking, including the principles of effective communication and strategies for delivering successful presentations
2. Learn the importance of audience analysis and rhetorical choice, including how to identify the needs and interests of the audience, and tailor speeches accordingly
3. Explore the ethics of public speaking, including the importance of honesty, integrity, and accountability in speech preparation and delivery
4. Analyze speeches, including identifying strengths and weaknesses, and providing constructive feedback to peers

PREREQUISITES

None.

GRADING



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

ITEM	POINTS
Theoretical Tests	20 Points
Practice Exercises	20 Points
Speech Analysis	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:

David Zarefsky, *Public Speaking: Strategies For Success*, Pearson, 2016.

Recommended (Optional) Texts or Other Materials:

None

COURSE TOPICS

MODULE	TASKS
Module 1	Topics: Topic 1: Foundations of public speaking Topic 2: Invention and development of the speech Topic 3: Speech arrangement Topic 4: Public speaking strategies and contexts Assessments: Theoretical Test#1



Module 2	Topics: Topic 5: Public speech preparation Topic 6: Topic selection Topic 7: Speech organization and outline Topic 8: Speech practice and presentation Assessments: Practice Exercise#1
Module 3	Topics: Topic 9: Audience analysis Topic 10: Strategic plan development Topic 11: Speech researching Topic 12: Reasoning: rhetorical choice Assessments: Theoretical Test#2
Module 4	Topics: Topic 13: Speech organization, outline and style Topic 14: Uses of public speaking: informing and persuading Topic 15: Effective delivery skills Topic 16: Analysis and evaluation of speech Assessments: Practice Exercise#2 Speech Analysis#1
Module 5	Topics: Topic 17: Ethics of public speaking Topic 18: Occasions for public speaking Topic 19: Special occasion speaking 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



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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.