



East China Normal University

POLI 32 Speech and Eloquence

Instructor: Gina Chang

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Office Hours: Online appointment

Semester: December 19, 2022 to January 7, 2023

Course Hour: Monday through Friday, 160 mins per teaching day;

Total Contact Hours: 64 contact hours

Credits: 4

Designated Textbook with ISBN:

Lucas, Stephen E. *The Art of Public Speaking*, 11th edition (McGraw- Hill, 2011) electronic textbook version.

*You will also receive additional readings prior class.

Course Prerequisite: None. All students with interest in speech communication are welcomed.

**Notes: The course might be moved to online delivery due to COVID-19 pandemic. Students will be notified once such decision is made.*

Course Overview

This class is designed to prepare students for the different kinds of speech communication in their future workplace. The course introduces students to the principles of public speaking, and prepares them to speak with credibility and confidence. It covers the major varieties of speeches used to address real world situations, such as instructing, informing, persuading, and praising. Students will practice preparing and delivering speeches, and learn how to address audiences respectfully, persuasively on significant matters.

Learning Outcomes

Upon completion of this course, students should be able to:

- Conduct relevant research professionally
- Understand and implement appropriate strategies for gathering information
- Integrate the ideas and language of various sources
- Analyze and synthesize information in sophisticated and complex rhetorical/logical structures
- Apply the techniques used to research, organize, and script a speech
- Identify, analyze, and target audiences/listeners
- Adapt arguments and speaking styles to different audiences
- Articulate your communication purpose and employ appropriate rhetorical strategies in the service of that purpose
- Demonstrate facility with ideas and language
- Effectively deliver speeches in public forums and different forms
- Speak extemporaneously and field questions on prepared topics
- Perform constructive criticism of peers and public figures

Grading Scale and Notes

The following definitions will be used as a guide for the assignment of grades:

Number Grade	Letter Grade	Definitions
94-100	A	Extraordinary distinction, indicating a full mastery of course content and excellent work.
90-93	A-	
87-89	B+	Strong performance demonstrating a high level of attainment, indicating a good comprehension of the course material and the student's full engagement with the course requirements and activities.
84-86	B	
80-83	B-	
77-79	C+	Acceptable performance, demonstrating an adequate and satisfactory comprehension of the course material and the student has met the basic requirements for completing assignments and participating in class activities.
70-76	C	
60-69	D	A marginal performance in the required exercises demonstrating a minimal passing level of attainment.
0-59	F	An unacceptable performance. The F grade indicates that the student's performance has revealed almost no understanding of the course content.

Assessment Policy

Assignment	Final Grade
How-to-Speech	15%
Informative Speech	20%
Persuasive Speech	25%
Special Occasion Speech	20%
Class Participation	10%
Attendance	10%

Requirements

You will be expected to:

- Attend all class meetings prepared. (Habitual late for the class will be noted.)
- Participate actively and constructively in class discussions.
- Participate in public speaking exercises during class and outside of class.
- Participate in draft workshops and group work (a draft for workshop must be a complete draft ready to be presented).
- Conduct various types of research including interviews, observations/field work, and textual research in the library and on the Web.
- Submit all work on time (on the hour/day it is due; late papers will be docked half of a letter grade per day, unless you communicate ahead of time with legitimate reasons for an extension before the due date).

Please note: Passing the course requires timely completion of all assignments.

Academic Honesty

Students are expected to abide by the academic policy of East China Normal University. Plagiarism, the presentation of someone else's words or ideas as one's own, is a violation of the academic community and of ECNU. According to the ECNU Student Handbook, "A violation may result in a reduced grade, suspension or dismissal from the university." Depending on the seriousness of the offense, you may fail the course and/or face disciplinary action before the university's Academic Review Panel. Regardless of the outcome, all substantiated academic integrity violations will be reported to the Associate Provost for Faculty Affairs. Consult the East China Normal University

Other Suggestions

1. Work hard and be kind. Conan O'Brien once said, "Nobody in life gets exactly what they thought they were going to get. But if you work really hard and your kind, amazing things will happen." Do not be afraid to work hard and feel challenged in this class. But also, create a classroom of mutual civility and respect. It is fine to disagree or have a different perspective, but do so in a respectful manner, in ways that do not devalue anyone in the room.
2. See the Syllabus as a starting point, not as an ending point. If you find something outside of class (an article, film clip, report, website, etc.) that you think would be interesting, feel free to bring it in. If you have an idea for a particular project that extends beyond options given, please let me know. The class is open to suggestions.
3. Discover what inspires you. A lot of what we are doing in public speaking is preparing for our future professions – consider what motivates you and inspires you in your discipline. Consider the language and skills valued in your discipline, and what about it motivates you.
4. Talk to me. Do not be afraid to stop by if you have a question or an idea. You can also email me.
5. Have a sense of humor.

Course Schedule

Date	Lecture	Reading/Assignments/ Examination
Week 1	Overview of the class and course policies Activity: Introduction	Read: Lucas “Speaking” Pages 3-5, 15, 36-38.
	Introduce first assignment, “How-To Speech” Activity: Group speech	Read: Lucas “Listening” 53-55
	Discuss topic selections, main points, and organization Activity: Work on outlines.	Select topics for “How-To Speech”
	In class practice: “How-To Speech”	Finish “How-To Speech”
	Due: “How-To Speech”	None.
	Introduce “Informative-Speech” assignment. In-class exercise: Impromptu speech	Read: Lucas “Citing Sources” 159-162
	Video: Top 10 Greatest Speeches and American History through speeches	Read: Lucas “Supporting Your Ideas” 142-156
	Workshop “Informative Speech” (Topic, Thesis, etc.)	Finish: Informative Speech
Week 2	Due: “Informative Speech”	Peer Review: Informative Speech
	Introduce: “Persuasive Speech” Assignment	Read: Lucas “Using Language Effectively” 221-230
	In class exercise on vivid description and figures of speech.	Read: Lucas “Speaking Persuasively” 300-304
	Discuss: Strategies for creating a persuasive speech.	Read: Lucas “Speaking Persuasively” 305-317
	In class exercise on creating and delivering a persuasive speech.	Finish: “Persuasive Speech”
	Due: “Persuasive Speech”	None
	Introduce: “Special Occasion (Commemorative) Speech”	Read: Lucas “Commemorative Speeches” 358



Week 3	Film: The King's Speech	Read: Lucas "Multiculturalism" 22-25
	In class workshop for the "Special Occasion Speech"	Finish: Special Occasion (Commemorative) Speech
	In class exercise: "The Thank You" Speech	Peer Review: "Special Occasion (Awards) Speech"
	Begin Special Occasion Speech	
	Finish Special Occasion Speech	

Additional Reading:

Gamble, T.W. & Gamble, M.W. (2018). *The Public Speaking Playbook*, 2nd edition. Thousand Oaks: Sage

*To be updated.