

COMM100001 The Art of Public Speaking

Program: Global Summer Program

<u>Term</u>: Summer 2024

Duration: June 3, 2024 - July 26, 2024

Contact Hours : 54 Fudan Credits : 3

Course Description:

This course is intended for students with higher English proficiency levels. Students are expected to express complex ideas fluently in both online and face-to-face classes. They will systematically learn how to speak effectively to inform and persuade the audience and how to address various special occasions.

Course Goals:

- 1.To build your self-confidence in public speaking and communication;
- 2. To develop your ability to write effective speech scripts in English;
- 3. To develop your ability to effectively deliver public speeches;
- 4.To develop your speaker responsibility and skills;
- 5. To develop your listener responsibility and skills;
- 6. To develop your research skills;
- 7. To develop your critical thinking skills;
- 8. To develop your cooperation skills.

Prerequisites:

No prerequisites.

Textbook:

• Lucas, Stephen E. The Art of Public Speaking (10th, 13th). Beijing: FLTRP. 2010, 2021. (Other editions published in the U.S. are also good for reference.)

References

- Carnegie, Dale. Public Speaking for Success. Jeremy P. Tarcher/Penguin. 2005.
- O'Hair, Dan. A Pocket Guide to Public Speaking. Bedford/St. Martins. 2010.
- Public Speaking Websites:

http://www.americanrhetoric.com

http://www.ted.com/

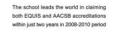
http://www.history.com/speeches

http://www.history.com/speeches

[Reference Format Samples]

• Book:









Williams, S., & Cooper, L. (2002). Managing workplace stress: A best practice blueprint. New York, NY: Wiley.

- Article in a reference work:
 Kazdin, A. E. (2000). Stress. In Encyclopedia of psychology (Vol. 7, pp. 479–489). New York, NY: Oxford University Press.
- Article in a journal:
 Ayres, J. (1991). Using Visual Aids to Reduce Speech Anxiety. Communication Research
 Reports (Vol. 8, pp. 73-79).
- Newspaper article: Goode, E. (2002, December 17). The heavy cost of chronic stress. The New York Times. Retrieved from http://www.nytimes.com
- Document from a web site: Centers for Disease Control and Prevention. (September 25, 2013). Get Vaccinated. Retrieved December 6, 2015 from http://www.cdc.gov/niosh/topics/body_art/vaccinate.html

Schedule:

Lecture	Date	Time	Торіс				
1	June 3, 2024		 Speak in Public Practice: My New Best Friend				
2	June 11, 2024		 Speak Confidently & Ethically Practice: Self-introductory Speech				
3	June 17, 2024	<u>,</u>	 Speak Online Practice: Speak Online with a PPT				
4	June 19, 2024		 Speak on Special Occasion Practice: Impromptu Special Occasion Speech 				
5	June 26, 2024	Online Sessions Lecture 1 - 8: 08:30-12:00 BJT (UTC+8)	 Speak on Special Occasions-2 Practice: Prepared Special-Occasion Speech Speak to Inform Practice: Impromptu Informative Speech Topic Selection Feedback Practice: Informative Speech in Small Groups 				
6	July 3, 2024	BIT (OTC+6)					
7	July 10, 2024						
8	July 17, 2024		Speak to PersuadePractice: Impromptu InformativeSpeech				
9	July 22-July 26,	Offline Sessions	Practice: Informative Speech with a PPTPeer Evaluation				
10	2024	Lecture 9 - 12: TBD	 Topic Selection Feedback Practice: Persuasive Speech in Small Groups				

Web: https://www.fdsm.fudan.edu.cn Email: studytour@fudan.edu.cn Add: 670 Guoshun RD ,Shanghai ,China,200433



11		 Practice: Persuasive Speech Peer Evaluation
12		Thesis: Speech Analysis

Assessment:

Assessment Task	Weighting
1. Speeches and Discussions	60%
2. Attendance and Classroom Participation	10%
3. Thesis	30%

Grading Scale:

I	Grades	A	A-	B+	В	B-	C+	С	C-	D	F
	100	90-100	85-89	82-84	78-81	75-77	71-74	66-70	62-65	60-61	<60

The instructor will use the grading system as applied by Fudan University.

Credit Point Value:

010010 1 01110 1 01110						
Component	Contact Hours	Fudan Credits				
Academic Lectures	44					
Thesis/Exam	4					
Field Trip	3	3				
Seminar	3					
Total	54					

At Fudan University, the duration of one contact hour is 45 minutes, and 18 contact hours are equivalent to 1 credit.

Note: The document is subject to change at the discretion of School of Management, Fudan University.