

## COMM100001 The Art of Public Speaking

**Program** : Global Summer Program

**Term** : 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](http://www.cdc.gov/niosh/topics/body_art/vaccinate.html)

### Schedule:

Lecture	Date	Time	Topic
1	June 3, 2024	<b>Online Sessions</b> Lecture 1 - 8: 08:30-12:00 BJT (UTC+8)	<ul style="list-style-type: none"> <li>• Speak in Public</li> <li>• Practice: My New Best Friend</li> </ul>
2	June 11, 2024		<ul style="list-style-type: none"> <li>• Speak Confidently &amp; Ethically</li> <li>• Practice: Self-introductory Speech</li> </ul>
3	June 17, 2024		<ul style="list-style-type: none"> <li>• Speak Online</li> <li>• Practice: Speak Online with a PPT</li> </ul>
4	June 19, 2024		<ul style="list-style-type: none"> <li>• Speak on Special Occasions-1</li> <li>• Practice: Impromptu Special-Occasion Speech</li> </ul>
5	June 26, 2024		<ul style="list-style-type: none"> <li>• Speak on Special Occasions-2</li> <li>• Practice: Prepared Special-Occasion Speech</li> </ul>
6	July 3, 2024		<ul style="list-style-type: none"> <li>• Speak to Inform</li> <li>• Practice: Impromptu Informative Speech</li> </ul>
7	July 10, 2024		<ul style="list-style-type: none"> <li>• Topic Selection Feedback</li> <li>• Practice: Informative Speech in Small Groups</li> </ul>
8	July 17, 2024		<ul style="list-style-type: none"> <li>• Speak to Persuade</li> <li>• Practice: Impromptu Informative Speech</li> </ul>
9	July 22-July 26, 2024	<b>Offline Sessions</b> Lecture 9 - 12: TBD	<ul style="list-style-type: none"> <li>• Practice: Informative Speech with a PPT</li> <li>• Peer Evaluation</li> </ul>
10			<ul style="list-style-type: none"> <li>• Topic Selection Feedback</li> <li>• Practice: Persuasive Speech in Small Groups</li> </ul>

11			<ul style="list-style-type: none"> <li>• Practice: Persuasive Speech</li> <li>• Peer Evaluation</li> </ul>
12			<ul style="list-style-type: none"> <li>• Thesis: Speech Analysis</li> </ul>

#### Assessment:

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

#### Grading Scale:

Grades	A	A-	B+	B	B-	C+	C	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:

Component	Contact Hours	Fudan Credits
Academic Lectures	44	3
Thesis/Exam	4	
Field Trip	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.**