



0502E223

Public Speaking/Communication

Instructor: TBA

E-mail: TBA

Time: December 14, 2026 - January 15, 2027

Office Hours: by Appointment

Contact Hours: 60 (50 minutes each)

Credits: 4

Course Description

Public speaking education as we know it today owes its core philosophy to the art of “rhetoric,” or the practical study of principles for influential public communication. A centerpiece of definitive education for thousands of years (most notably in classical Greece and Rome), and a core liberal art since the Renaissance, rhetoric is not just performing the mechanical skills and tactics of speaking well. It is a discipline of practical philosophy for understanding critical decision-making, assessment of diverse situations and people, and thoughtful application of first principles under contingent circumstances.

The practice of rhetoric through effective public speaking, thus defined, is not merely essential to effecting social influence through communication. It is crucial to the exercise of critical thinking and prudential judgment in public life, indispensable in a democratic society, and a core element of the human condition.

So, while this is an introductory course to Public Speaking and Communication, it will not be an easy course. While we will deliver a number of speeches, that's not all we'll do. We'll study, discuss, and practice important theories and concepts of rhetorical communication, which is a subject of serious inquiry. And has been literally for millennia.

Required Textbook

Text/ISBN: *Pocket Guide to Public Speaking*, by Dan O' Hair, ISBN: 9781319087654, Mac Higher Edition: 5th

Other Required Materials

Microsoft Word and PowerPoint Computer with Internet access

Note: This class will be text and class note based. Exams will be based on a combination of all, so please take good notes.

Prerequisites

No prerequisites

Course Goals

At the end of the course the students will be able to:

- Explain and demonstrate the form and content of effective public speeches.
- Prepare and present speeches to inform, to persuade, special-occasion and group speeches.
- Apply principles of rhetorical and communication theories to presenting and evaluating speeches.
- Use effective listening skills to critically evaluate public speeches (peer and self).
- Incorporate visual aids and use digital media for public presentations.
- Manage communication apprehension and improve self-confidence in public speaking.

Grading Policy

Assignment	Points
Self-Introduction Discussion	50
Informative Outline	100
Informative PowerPoint	50
Informative Presentation	150
Informative Presentation Reflection	25
Persuasive Outline	100
Persuasive PowerPoint	50
Persuasive Presentation	200
Persuasive Reflection	25
Quizzes (10 x 20)	200
Exams Exam 1____/100 Exam 2____/100	200
Total	1,150

Grading Scale

The instructor will use the grading system as applied by JNU:

Definition	Letter Grade	Score
Excellent	A	90~100
Good	B	80~89
Satisfactory	C	70~79
Poor	D	60~69
Failed	E	Below 60

Academic Integrity

As members of the Jinan University academic community, students are expected to be honest in all of their academic coursework and activities. Academic dishonesty includes (but is not limited to) cheating on assignments or examinations; plagiarizing, i.e., misrepresenting as one's own work any work done by another; submitting the same paper, or a substantially similar paper, to meet the requirements of more than one course

without the approval and consent of the instructors concerned; or sabotaging other students' work within these general definitions. Instructors, however, determine what constitutes academic misconduct in the courses they teach. Students found guilty of academic misconduct in any portion of the academic work face penalties that range from the lowering of their course grade to awarding a grade of E for the entire course.

Course Outline

Please note that the outline is meant to give an overview of the major concepts in this course. Changes may occur as needed to aid in the student's development.

Module 1:

- Topic:
 1. Course Introduction
 2. Chapter 1 Becoming a Public Speaker
 3. Chapter 2 From A to Z: Overview of a Speech
- Self Introduction Discussion
- Quiz 1

Module 2:

- Topic:
 1. Chapter 3 Managing Speech Anxiety
 2. Chapter 4 Ethical Public Speaking
 3. Chapter 5 Listeners and Speakers
 4. Chapter 6 Analyzing the Audience
- Quiz 2

Module 3:

- Topic:
 1. Chapter 7 Selecting a Topic and a Purpose
 2. Chapter 8 Developing Supporting Material
 3. MLA Lesson
- Quiz 3

Module 4:

- Topic:
 1. Chapter 9 Finding Credible Sources in Print & Online
 2. Chapter 10 Citing Sources in Your Speech
 3. Chapter 11 Organizing the Body of the Speech
 4. Chapter 12 Selecting an Organizational Pattern
 5. Chapter 13 Outlining the Speech
- Quiz 4

Module 5:

- Topic
 1. Chapter 22 Informative Speaking
- Midterm Exam (Chapters 1-13 and 22)

Module 6:

- Topic:
 1. Chapter 14 Developing the Introduction and Conclusion
 2. Chapter 15 Using Language
 3. Chapter 16 Methods of Delivery
- Quiz 5

Module 7:

- Topic:
 1. Chapter 17 Your Voice in Delivery
 2. Chapter 18 Your Body in Delivery
 3. Chapter 19 Speaking with Presentation Aids
 4. Chapter 20 Designing Presentation Aids
 5. Chapter 21 Using Presentation Software
 6. Informative Speech Information
- Informative Outline
- Informative PowerPoint
- Quiz 6

Module 8:

- Topic:
 1. Appendix C Preparing for TV and Radio Communication
 2. Appendix D Tips for Non-Native Speakers of English
- Informative Video Presentation
- Informative Speech Reflection
- Quiz 7

Module 9:

- Topic:
 1. Chapter 23 Principles of Persuasive Speaking
 2. Chapter 24 Constructing Persuasive Speech
 3. Persuasive Speech Information
- Persuasive Outline
- Persuasive PowerPoint
- Quiz 8

Module 10:

- Topic:
 1. Chapter 25 Speaking on Special Occasions
 2. Chapter 26 Preparing Online Presentations
 3. Persuasive Speech
- Persuasive Video Presentation
- Quiz 9

Module 11:

- Topic:
 1. Chapter 27 Communicating in Groups
 2. Chapter 28 Delivering Group Presentations
 3. Chapter 29 Business & Professional Presentations
- Persuasive Speech Reflection
- Quiz 10

Module 12:

- Topic:
 1. Chapter 30 Presentations Assigned across the Curriculum
 2. Chapters 31-36 Speaking in Other College Courses
 3. Interview and job selection (pg. 39)
- Final Exam