

# 0502E223

## Public Speaking/Communication

**Instructor:** TBA

**E-mail:** TBA

**Time:** May 12, 2025 - June 13, 2025

**Office Hours:** 2 hours (according to the teaching schedule)

**Contact Hours:** 60 (50 minutes each)

**Credits:** 4

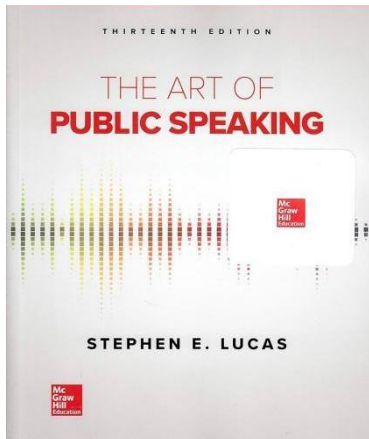
### Course Description

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 and Technology



- Lucas, S.A. (2024). The art of public speaking (evergreen edition). McGraw-Hill.
  - McGraw-Hill Connect and GoReact courseware.
  - 1-2 packages of 4x6 or A6 index cards
- You will need to [register for an account on Connect](#) to access the e-textbook and activities.

## 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

Type	Percentage
Introduction Speech	5% of grade
Informative Speech (and Speech Outline)	20% of grade
Peer Critique	10% of grade
Persuasive Speech (and Speech Outline)	25% of grade

Self-Critique	10% of grade
Special Occasion Speech	10% of grade
Online Chapter Quizzes on Connect	20% of grade
<b>Total</b>	100%

## Grading Scale

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

<b>Definition</b>	<b>Letter Grade</b>	<b>Score</b>
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 Schedule

This schedule is **subject to change when warranted by the instructor**. I will notify the class of such necessary changes as soon as possible. Please consult our course Moodle site for the most recent and accurate schedule.

Week	Topics and Readings
1	Chapter 1: Speaking in Public Chapter 4: Giving Your First Speech Chapter 19: Presenting Your Speech Chapter 15: Speaking to Inform
2	Chapter 5: Selecting a Topic and a Purpose Chapter 6: Analyzing the Audience Chapter 7: Gathering Materials Chapter 8: Supporting your ideas Chapter 9: Organizing the Body of the Speech Chapter 11: Outlining the Speech
3	Chapter 16: Speaking to Persuade Chapter 17: Methods of Persuasion Chapter 10: Beginning and Ending the Speech Chapter 3: Listening
4	Chapter 12: Using Language Chapter 13: Delivery Chapter 14: Using Visual Aids
5	Chapter 18: Speaking on Special Occasions Chapter 20: Speaking in Small Groups Chapter 2: Ethics and Public Speaking