

# **0502E223**

## **Public Speaking/Communication**

**Instructor:** TBA

**Time:** May 18, 2026 - June 19, 2026

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

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

**Credits:** 4

**E-mail:** TBA

### **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: 5<sup>th</sup>

## **Other Required Materials**

Microsoft Word and PowerPoint Computer with Internet access

**Note:** You will be expected to have read the text on the assigned day. 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**

|                              |             |
|------------------------------|-------------|
| Self-Introduction Discussion | 10%         |
| Informative Speech           | 15%         |
| Persuasive Speech            | 20%         |
| Midterm                      | 10%         |
| Final Exam                   | 10%         |
| <u>Other Assignments</u>     | <u>35%</u>  |
| <b>Total</b>                 | <b>100%</b> |

| <b>Assignment</b>                              | <b>Points</b> |
|------------------------------------------------|---------------|
| Self-Introduction Discussion                   | <b>100</b>    |
| Informative Outline                            | <b>100</b>    |
| Informative PowerPoint                         | <b>50</b>     |
| Informative Presentation                       | <b>150</b>    |
| Informative Presentation Reflection            | <b>25</b>     |
| Persuasive Outline                             | <b>100</b>    |
| Persuasive PowerPoint                          | <b>50</b>     |
| Persuasive Presentation                        | <b>200</b>    |
| Persuasive Reflection                          | <b>25</b>     |
| Exams<br>Midterm <u>/100</u> Final <u>/100</u> | <b>200</b>    |
| <b>Total</b>                                   | <b>1,000</b>  |

### **Introductory Discussion**

For this assignment you will write a brief introduction about yourself and introduce yourself to the class. In about 2 paragraphs you will tell us your name, age, where you are going to school, major, and career aspirations. Then, you will discuss some personal content about yourself such as interests, hobbies, likes/dislikes, where you are from and family. Finally, I would like for you to discuss why you are taking this class and what you hope to learn from it.

### **Informative Speech**

For this speech, you will be placed into groups of 5-10 students and will

be researching an organization of your choice. You will prepare a PowerPoint presentation to accompany your speech. In your speech, you will discuss the background and history of the topic, current information, and any additional elements you consider noteworthy. Your speech requires sources, an outline, and should be 6-8 minutes in length. (Do NOT exceed the maximum time limit.) After the presentation you will complete a reflection paper based on your thoughts on different parts of the speech, your participation and the group.

### **Persuasive Speech**

For this speech you will be in groups of 5-10. As a group assignment, each group member is expected to do his/her part in researching, developing, and presenting the presentation which should be 8 to 10 minutes in length. (Do NOT exceed the maximum time limit.) Each group member will be required to present a section of the speech. Your speech must make a clear call to action, have a minimum of 4 sources, and build upon the experiences you had. Students are expected to dress professionally on the day of the presentation. There will be a required PowerPoint to be used during the presentation, an outline prior to the speech and a reflection after the speech.

### **In-Class Assignments**

There will be in-class assignments throughout the course session. You must be in class to receive credit for these assignments.

- Outlines-Bullet point format discussion of all aspects of the speech. Must include sources in proper MLA format.
- PowerPoints-Minimum of 6 slides with sources, content, and photos must be used for the informative and persuasive speech.
- Reflections-This 1-2 page essay style paper will be completed after each presentation, where the student will assess their performance during various aspects of their speech.

### **FINAL GRADES**

Failure to do a single speech, for any reason, will result in the loss of one letter grade. Failure to do two speeches, for any reason, will result in the student failing course, no matter what their current standing grade may be.

Your final grade will be based on the work you submit and exams. The level of effort you have expended, the urgency of your need to pass this course, the personal circumstances that burden you this term, and all other such considerations are not relevant.

## **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.

## **Potential Changes to Course Schedule**

The following week-to-week schedule is a general plan for the course. Deviations may be necessary and will be announced in advance via announcement and/or e-mail. Students should check their course site announcements and emails at least once every twenty-four hours throughout the term to watch for updates regarding this course.

## Course Schedule

| Week      | Date | Class Activities / Assignments                                                                                                                                                                                                                                                                                                                                                             |
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| <b>W1</b> | Mon  | <p>Watch Videos:</p> <ul style="list-style-type: none"> <li>● Introduction to Course and Professor Introduction</li> <li>● Self-Introduction Discussion Assignment Information</li> </ul> <p>Homework:</p> <ul style="list-style-type: none"> <li>● Read Chp. 1- Becoming a Public Speaker and Chp. 2-From A to Z: Overview of a Speech</li> <li>● Self-Introduction Discussion</li> </ul> |
|           | Tue  | <p>Watch Videos:</p> <ul style="list-style-type: none"> <li>● Chp. 1- Becoming a Public Speaker</li> <li>● Chp. 2- From A to Z: Overview of a Speech</li> </ul> <p>Homework:</p> <ul style="list-style-type: none"> <li>● oRead Chp. 3- Managing Speech Anxiety and Chp.4 Ethical Public Speaking</li> </ul>                                                                               |
|           | Wed  | <p>Watch Videos:</p> <ul style="list-style-type: none"> <li>● Chp. 3- Managing Speech Anxiety</li> <li>● Chp. 4- Ethical Public Speaking</li> </ul> <p>Homework:</p> <ul style="list-style-type: none"> <li>● Read Chp. 5- Listeners and Speakers and Chp. 6-Analyzing the Audience</li> </ul>                                                                                             |
|           | Thur | <p>Watch Videos:</p> <ul style="list-style-type: none"> <li>● Chp. 5- Listeners and Speakers</li> <li>● Chp. 6-Analyzing the Audience</li> </ul> <p>Homework:</p> <ul style="list-style-type: none"> <li>● Read Chp. 7- Selecting a Topic and a Purpose and Chp. 8- Developing Supporting Material</li> </ul>                                                                              |
|           | Fri  | <p>Watch Videos:</p> <ul style="list-style-type: none"> <li>● Chp. 7- Selecting a Topic and a Purpose</li> <li>● Chp. 8- Developing Supporting Material</li> <li>● Week 1 Review</li> </ul> <p>Homework:</p> <ul style="list-style-type: none"> <li>● Read Chp. 9- Finding Credible Sources in Print &amp; Online and Chp. 10- Citing Sources in Your Speech</li> </ul>                    |

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| W2 | Mon  | <p>Watch Videos:</p> <ul style="list-style-type: none"> <li>● Chp. 9- Finding Credible Sources in Print &amp; Online</li> <li>● Chp. 10- Citing Sources in Your Speech</li> <li>● MLA Lesson</li> </ul> <p>Homework:</p> <ul style="list-style-type: none"> <li>● Read Chp. 11- Organizing the Body of the Speech, Chp. 12- Selecting an Organizational Pattern, Chp. 13- Outlining the Speech</li> </ul> |
|    | Tue  | <p>Watch Videos:</p> <ul style="list-style-type: none"> <li>● Chp. 11- Organizing the Body of the Speech</li> <li>● Chp. 12- Selecting an Organizational Pattern</li> <li>● Chp. 13- Outlining the Speech</li> </ul> <p>Homework:</p> <ul style="list-style-type: none"> <li>● Read Chp. 22-Informative Speaking</li> </ul>                                                                               |
|    | Wed  | <p>Watch Videos:</p> <ul style="list-style-type: none"> <li>● Chp. 22-Informative Speaking</li> <li>● Midterm Review Part 1</li> <li>● Midterm Review Part 2</li> </ul> <p>Homework:</p> <ul style="list-style-type: none"> <li>● Study for Midterm textbook Chp. 1-13, &amp; 22</li> </ul>                                                                                                               |
|    | Thur | <p><b>Midterm Exam</b></p> <p>Homework:</p> <ul style="list-style-type: none"> <li>● Read Chp. 14- Developing the Introduction &amp; Conclusion, Chp. 15- Using Language and Chp. 16- Methods of Delivery</li> </ul>                                                                                                                                                                                      |
|    | Fri  | <p>Watch Videos:</p> <ul style="list-style-type: none"> <li>● Chp. 14- Developing the Introduction and Conclusion</li> <li>● Chp. 15- Using Language</li> <li>● Chp. 16- Methods of Delivery</li> <li>● Week 2 Review</li> </ul> <p>Homework:</p> <ul style="list-style-type: none"> <li>● Read Chp. 17-21</li> </ul>                                                                                     |

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| <b>W3</b> | Mon  | <p>Watch Videos:</p> <ul style="list-style-type: none"> <li>● Chp. 17- Your Voice in Delivery</li> <li>● Chp. 18- Your Body in Delivery</li> <li>● Chp. 19- Speaking with Presentation Aids</li> <li>● Chp. 20- Designing Presentation Aids</li> <li>● Chp. 21- Using Presentation Software</li> </ul> <p>Homework:</p> <ul style="list-style-type: none"> <li>● Review Informative Speech Guidelines and Groups</li> </ul> |
|           | Tue  | <p>Watch Videos:</p> <ul style="list-style-type: none"> <li>● Informative Speech guidelines and Presentation video requirements</li> <li>● Informative Speech outline requirements</li> <li>● Informative Speech outline examples</li> </ul> <p>Homework:</p> <ul style="list-style-type: none"> <li>● Informative Outline</li> </ul>                                                                                       |
|           | Wed  | <p>Watch Videos:</p> <ul style="list-style-type: none"> <li>● Informative Speech PowerPoint with examples</li> <li>● Example Informative Speech Video with feedback</li> </ul> <p>Homework:</p> <ul style="list-style-type: none"> <li>● Informative PowerPoint</li> </ul>                                                                                                                                                  |
|           | Thur | <p>Watch Videos:</p> <ul style="list-style-type: none"> <li>● Informative Reflection with example</li> </ul> <p>Homework:</p> <ul style="list-style-type: none"> <li>● Informative Presentation</li> </ul>                                                                                                                                                                                                                  |
|           | Fri  | <p>Watch Videos:</p> <p>Week 3 Review</p> <p>Homework:</p> <ul style="list-style-type: none"> <li>● Informative Video Presentation</li> <li>● Informative Reflection</li> <li>● Read Appendix C- Preparing for TV and Radio Communication, and Appendix D- Tips for Non-Native Speakers of English</li> </ul>                                                                                                               |

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| W4 | Mon  | <p>Watch Videos:</p> <ul style="list-style-type: none"> <li>● Appendix C- Preparing for TV and Radio Communication,</li> <li>● Appendix D- Tips for Non-Native Speakers of English</li> </ul> <p>Homework:</p> <ul style="list-style-type: none"> <li>● <b>Informative Video Presentation (DUE)</b></li> <li>● <b>Informative Reflection (DUE)</b></li> <li>● Read Chp. 23- Principles of Persuasive Speaking and Chp. 24- Constructing Persuasive Speech</li> </ul> |
|    | Tue  | <p>Watch Videos:</p> <ul style="list-style-type: none"> <li>● Chp. 23- Principles of Persuasive Speaking</li> <li>● Chp. 24- Constructing Persuasive Speech</li> </ul> <p>Homework:</p> <ul style="list-style-type: none"> <li>● Review Persuasive Speech Guidelines</li> </ul>                                                                                                                                                                                      |
|    | Wed  | <p>Watch Videos:</p> <ul style="list-style-type: none"> <li>● Persuasive Speech guidelines and Presentation video requirements</li> <li>● Persuasive Speech outline requirements</li> <li>● Persuasive Speech outline examples</li> </ul> <p>Homework:</p> <ul style="list-style-type: none"> <li>● Persuasive Outline</li> </ul>                                                                                                                                    |
|    | Thur | <p>Watch Videos:</p> <ul style="list-style-type: none"> <li>● Persuasive Speech PowerPoint with examples</li> <li>● Example Persuasive Speech Video with feedback</li> <li>● Persuasive Reflection with example</li> </ul> <p>Homework:</p> <ul style="list-style-type: none"> <li>● Persuasive PowerPoint</li> <li>● Read Chp. 25- Speaking on Special Occasions, Chp. 26- Preparing Online Presentations</li> </ul>                                                |
|    | Fri  | <p>Watch Videos:</p> <ul style="list-style-type: none"> <li>● Chp. 25- Speaking on Special Occasions</li> <li>● Chp. 26- Preparing Online Presentations</li> <li>● Week 4 Review</li> </ul> <p>Homework:</p> <ul style="list-style-type: none"> <li>● Persuasive Presentation</li> </ul>                                                                                                                                                                             |

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|           |      | <ul style="list-style-type: none"> <li>● Read Chp. 27- Communicating in Groups, Chp. 28- Delivering Group Presentations, and Chp. 29- Business &amp; Professional Presentations</li> </ul>                                                                                                                                                                                                                                                                               |
| <b>W5</b> | Mon  | <p>Watch Videos:</p> <ul style="list-style-type: none"> <li>● Chp. 27- Communicating in Groups</li> <li>● Chp. 28- Delivering Group Presentations</li> <li>● Chp. 29- Business &amp; Professional Presentations</li> </ul> <p>Homework:</p> <ul style="list-style-type: none"> <li>● <b>Persuasive Presentation (DUE)</b></li> <li>● <b>Persuasive Reflection (DUE)</b></li> <li>● Read Chp. 30- Presentations Assigned across the Curriculum, and Chp. 31-36</li> </ul> |
|           | Tue  | <p>Watch Videos:</p> <ul style="list-style-type: none"> <li>● Chp. 30- Presentations Assigned across the Curriculum</li> <li>● Chp. 31-36 Speaking in Other College Courses</li> </ul> <p>Homework:</p> <ul style="list-style-type: none"> <li>● Read Interview and Job Selection on page 39 of textbook</li> </ul>                                                                                                                                                      |
|           | Wed  | <p>Watch Videos:</p> <ul style="list-style-type: none"> <li>● Interview and job selection-pg. 39 tip</li> </ul> <p>Homework:</p> <ul style="list-style-type: none"> <li>● Prepare for Final Exam</li> </ul>                                                                                                                                                                                                                                                              |
|           | Thur | <p>Watch Videos:</p> <ul style="list-style-type: none"> <li>● Final Exam Review Part 1</li> <li>● Final Exam Review Part 2</li> </ul> <p>Homework:</p> <ul style="list-style-type: none"> <li>● Study for Final Exam (Part 4-6, Chp. 23, 24, &amp; 25)</li> </ul>                                                                                                                                                                                                        |
|           | Fri  | <p><b>Final Exam</b></p> <p>Watch Videos:</p> <ul style="list-style-type: none"> <li>● Course Summary</li> </ul>                                                                                                                                                                                                                                                                                                                                                         |