

PUBLIC SPEAKING IN AMERICAN ACADEMIA AND BEYOND – SYLLABUS
Professor Daniel Cohen
Special A 2017



The class prepares students for effective public speaking presentations. Students research, organize, write and deliver a variety of speeches designed to inform, persuade, motivate, and entertain in diverse public settings.

The course will teach you how to:

1. Organize and evaluate ideas for oral presentations.
2. Communicate through public speaking.
3. Listen and interact effectively.

By the end of the course, you should be able to:

- Understand and recall essential concepts in public communication.
- Compose and deliver extemporaneous public presentations on socially significant and intellectually challenging topics, while utilizing core concepts from class.
- Competently create, organize, and support ideas in public presentations.
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- Efficiently listen to and critically evaluate others' messages.

You will study and practice 4 different types of speeches:

- **Self Introductory Speech** - This assignment is to give your audience an understanding of who you are. Please select one to three aspects of your identity and concentrate on relaxation and the

fundamental techniques of speech delivery. The speech is to be 3 to 5 minutes in length, exceeding the time limit will result in a reduction of your composition score by one full grade.

- **Informative Speech** - This speech will inform your audience on a person, place, event, concept or object through demonstration and description. The speech is to be 5 to 7 minutes in length, exceeding the time limit will result in a reduction of your composition score by one full grade.

- **Persuasive Speech** - This speech will require you to focus on a single issue/assertion and convince your listeners of your position. The issue must be significant, controversial and debatable. The speech is to be 6 to 8 minutes in length, exceeding the time limit will result in a reduction of your composition score by one full grade.

- **Ceremonial Speech** - This speech may center on a person, group, object, or event. It recognizes and celebrates accomplishments. The speech is to be 3 to 5 minutes in length, exceeding the time limit will result in a reduction of your composition score by one full grade.

OUR TEXTBOOK IS: Osborn, Michael and Osborn, S.: **Public Speaking** 7th Edition.
Boston: Houghton Mifflin Company

Do not buy or xerox the textbook!!! . I will provide scanned copies of relevant chapters. Thanks!

Week 1: Introduction, Syllabus & Course Requirements

Read Chapters 1, 2, Lecture & Class Discussion
Current Issues Article Due
Ethical Public Speaking / Social & Cultural Understanding Exercise – In Class
Controlling Communications Apprehension

Read Chapters 3, 4, 5, Lecture & Class Discussion
Self-Awareness Inventory Due – See Pg 69 of text.
Listening Exercise – In Class

Week 2: Read Chapters 6, 7, Lecture & Class Discussion

Start brainstorming and prepare topics for each of the following speeches: informative, persuasive and ceremonial. To help you prepare, review the questions on pg 145 under the sub-heading Interest Charts.

Read Chapters 8, 11,
Lecture & Class Discussion –

Assignment Highlight: Select 2 topics for each of the following speeches: informative, persuasive and ceremonial. Narrow the research resources available, See Figure 7.5, Pg 180 in text for help in narrowing resources. Also see Figure 8.5, Pg 321 for ideas in using supportive material. Use the assignment sheet, attached for requirements due.

Read Chapters 9, 10,
Lecture & Class Discussion: “Steps in the Preparation of a Self Introductory Speech”

Research Assignment Due!!!

Read Chapters 12, 13

Lecture, Class Discussion & Exam Review –

Week 3:

Prep-Work Self-Intro Speech & Rules of Engagement

Read Chapter 14

Self Introductory Speech Numbers 1-8 /
Chapter 14 Lecture & Class Discussion

Self Introductory Speech Numbers 9-16 /
Chapter 14 Review

Self Introductory Speech Numbers 17-24
Prep-Work Informative Speech & Rules of Engagement

Read Chapter 15 & 16

Informative Speech
Numbers 9-16 / Final Outline Due (Prior to Speaking)
Chapter 15 & 16 Lecture & Class Discussion

Chapter 15 & 16 Review
Informative Speech

Week 4:

Numbers 1-8 / Final Outline Due (Prior to Speaking)
Exam Review

Prep-Work Persuasive Speech & Rules of Engagement

Read Chapter 17

Persuasive Speech Numbers 17-24

Chapter 17 Lecture & Class Discussion

Persuasive Speech Numbers 1-8 / Final Outline Due

Chapter 17 Review

Persuasive Speech Numbers 9-16 / Final Outline Due (Prior to Speaking)
Prep-Work Ceremonial Speech & Rules of Engagement

Week 5:

Ceremonial Speech Numbers 1-12

Ceremonial Speech Numbers 13-24

Final Projects and Presentations in Class!!