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**National Taiwan University of Science and Technology**

**2020 Summer Program**

**ENG 102 Public Speaking**

**Course Outline**

**Term: July 06-August 07,2020**

**Class Hours: 16:00-17:50 (Monday through Friday)**

**Course Code: ENG 102**

**Instructor: Professor Robert Barsky**

**Home Institution: Carleton University**

**Office Hours: by appointment**

**Email: Robert.barsky@carleton.ca**

**Credit: 4**

**Class Hours:** According to the regulations of Minister of Education, R.O.C, 18 class hours could be counted as 1 academic credit in all universities in Taiwan. This course will have 72 class hours, including 40 lecture hours, 10 lecturer office hours, 10-hour TA discussion sessions, 2-hour review sessions, 10-hour extra classes.

**Course Overview:**

This course will help you develop your ability to speak publicly in both academic and professional workspaces. We will work through fundamental communication skills, so as to ensure that you are able to present your best self, and avoid some of the pitfalls of self-representation. By the end of the course, you will be more confident, and better able to combat speech anxiety, draft and perform speeches appropriate to particular situations, and prepare for important interviews and presentations.

**Course Description:**

This course is designed to enhance oral communication skills for college and employment situations. We will engage in an array of communication activities that have been designed to improve oral presentation

skills, including:

- Presenting different kinds of speeches
- Learning to assess and critique the content, organization, and delivery of speeches
- Assess the exigencies of settings in which you will be called upon to present your work
- Develop tools to assess the kind of presentation you should create, based upon the format, audience size, and time restrictions.
- Hone the ability to respond to audience reactions to your work.

### **Learning Outcomes:**

By the end of this course, students will be able to:

- develop appropriate speeches
- Assess the style and content of speeches
- Determine what elements are essential for effective speech making
- Deliver a variety of different speeches
- Create appropriate visual aids to accompany your speeches
- Learn about resources that can help you with public speaking
- Develop skills to assess the audience, and pitch your work appropriately
- Develop your own “voice”

### **Required Textbook:**

J. Dan Rothwell, *Practically Speaking*. Oxford UP, 2016

### **Grading & Evaluation:**

Attendance, Participation, and Small Assignments 15%

Speech 1: 10%

Speech 2: 20%

Speech 3: 25%

Group Presentations: 30%

### **Grading Scale**

|    |        |    |       |
|----|--------|----|-------|
| A  | 94-100 | C  | 74-76 |
| A- | 90-93  | C- | 70-73 |



|    |       |    |       |
|----|-------|----|-------|
| B+ | 87-89 | D+ | 67-69 |
| B  | 84-86 | D  | 64-66 |
| B- | 80-83 | D- | 60-63 |
| C+ | 77-79 | F  | 0-59  |

## Course Schedule:

### Week 1: The Basics of Public Speaking

Introduction. Getting to know each others strengths and weaknesses as public speakers.

#### Chapter 01: Communication Competence and Public Speaking

##### Defining Communication

Communication as a Transactional Process: Working with an Audience

Communication as Sharing Meaning: Making Sense

##### Defining Communication Competence in Public Speaking

Effectiveness: Achieving Goals

*Degrees of Effectiveness: From Deficient to Proficiency*

*Audience Orientation: You Are Not Talking to Yourself*

Appropriateness: Speaking by the Rules

##### Achieving Competent Public Speaking

Knowledge: Learning the Rules

Skills: Showing Not Just Knowing

Sensitivity: Developing Receptive Accuracy

Commitment: Acquiring a Passion for Excellence

Ethics: Determining the Right and Wrong of Speaking

*Ethical Standards: Judging Moral Correctness of Speech*

*Plagiarism: Never Inconsequential*

##### Summary

##### Ted Talks and YouTube Videos

##### Checklist

#### Chapter 02: Speech Anxiety

##### Speech Anxiety as a Challenge

Pervasiveness of Speech Anxiety: A Common Experience

##### Symptoms: Flight-or-Flight Response

Basic Symptoms: Your Body's Response to Threat



Appropriateness of Symptoms: Relevance to Public Speaking

### **Causes of Dysfunctional Anxiety and Basic Strategies**

Self-Defeating Thoughts: Sabotaging Your Speech

*Catastrophic Thinking: Fear of Failure*

*Perfectionist Thinking: No Mistakes Permitted*

*Desire for Complete Approval: Trying Not to Offend*

*The Illusion of Transparency: Being Nervous about Looking Nervous*

Anxiety-Provoking Situations: Considering Context

*Novelty of the Speaking Situation: Uncertainty*

*Conspicuousness: In the Spotlight*

*Types of Speeches: Varying Responses*

### **Strategies for Managing Speech Anxiety**

Prepare and Practice: Transforming Novelty into Familiarity

Gain Realistic Perspective: Rational Not Irrational Thinking

Adopt a Noncompetitive Communication Orientation: Reframing

Use Coping Statements: Rational Reappraisal

Use Positive Imaging: Visualizing Success

Use Relaxation Techniques: Reducing Fight-or-Flight Response

Try Systematic Desensitization: Incremental Relaxation

### **Summary**

### **Ted Talks and YouTube Videos**

### **Checklist**

## **Chapter 3. Audience Analysis**

### **Types of Audiences**

Captive Audience: Disengaged Listeners

Committed Audience: Agreeable Listeners

Contrary Audience: Hostile Listeners

Concerned Audience: Eager Listeners

Casual Audience: Unexpected Listeners

### **Audience Composition**

Age: Possible Generation Gaps

Gender: Go Beyond Simplistic Stereotypes

Ethnicity and Culture: Sensitivity to Diversity

Group Affiliations: A Window into Listeners' Views

### **Adapting to Diverse Audiences**

*Establish Identification: Connecting with Your Audience*



*Likeability: I Can Relate to You*

*Stylistic Similarity: Looking and Acting the Part*

*Substantive Similarity: Establishing Common Ground*

Build Credibility: Establishing Believability

*Adapt to the Situation: Influence of Circumstances*

Adapt While Speaking: Exhibit Sensitivity

### **Topic Choice and Audience Adaptation**

Exploring Potential Topics: Important Choice

*Do a Personal Inventory: You as Topic Source*

*Brainstorm: New Possibilities*

*Crowdsourcing for Topics: Group Wisdom*

*Scanning for Topics: Quick Ideas*

Appropriateness of Topic: Blending Topic and Audience

*Speaker Appropriateness: Suitability for You*

*Audience Appropriateness: Suitability for Your Listeners*

*Occasion Appropriateness: Suitability for the Event*

Narrowing the Topic: Making Subjects Manageable

### **Summary**

### **Ted Talks and YouTube Videos**

### **Checklist**

## **Chapter 4. Gathering Material**

### **The Internet: Online Research**

Search Engines

Directories

Metasearch Engines

Virtual Libraries

Government Sites

Survey Sites

Internet Search Tips

Wikipedia: Credible Scholarship or Mob Rule?

Blogging Sites: Be Very Choosy

Famous Quotation Sties: The Wisdom of Others

Evaluating Internet Information: Basic Steps

### **Libraries: Bricks-and-Mortar Research Facilities**

Librarian: Expert Navigator

Library Catalogues: Computer Versions



Periodicals: Popular Information Sources

Newspapers: An Old Standby

Reference Works: Beyond Wikipedia

Databases: Computerized Collections of Credible Information

### **Interviewing: Questioning Experts**

Interview Plan: Be Prepared

Interview Conduct: Act Appropriately

Interviewing by Email: Surprise Yourself

### **Summary**

**Ted Talks and YouTube Videos**

**Checklist**

## **Week 2: Organizing Speeches and Consulting Supporting Materials**

We will learn about how to structure a speech, and seek out appropriate materials to help bolster the effectiveness of the presentation.

### **Chapter 5. Using Supporting Materials Effectively**

#### **Using Examples Competently**

Types of Examples: Specific Illustrations

*Hypothetical Examples: It Could Happen*

*Real Examples: It Did Happen*

*Brief Examples: Short and to the Point*

*Extended Examples: Telling a Story*

Using Examples Effectively: Choose Carefully

*Use Relevant Examples: Stay on Point*

*Choose Vivid Examples: Create Images*

*Use Representative Examples: Reflect What Is Accurate*

*Stack Examples: When One Is Not Enough*

#### **Using Statistics Competently**

Measures of Central Tendency: Determining What Is Typical

*Mean: Your Average Statistic*

*Median: An in-the-Center Statistic*

*Mode: Most Frequent Statistic*

How to Use Statistics Effectively: Beyond Numbing Numbers

*Use Accurate Statistics Accurately: No Distorting*

*Make Statistics Concrete: Meaningful Numbers*

*Make Statistical Comparisons: Gaining Perspective*



*Stack Statistics: Creating Impact*

*Use Credible Sources: Build Believability*

### **Using Testimony Competently**

Types of Testimony: Relying on Others

*Testimony of Experts: Relying on Those in the Know*

*Eyewitness Testimony: You Had to Be There*

*Testimony of Non-Experts: Ordinary Folks Adding Color to Events*

How to Use Testimony

*Quote or Paraphrase Accurately: Consider Context*

*Use Qualified Sources: Credibility Matters*

### **General Considerations across Types**

Choose Interesting Supporting Materials: Counteracting Boredom

Cite Sources Completely: No Vague References

Abbreviate Source Citations: Brief Reference Reminders

Combine Examples, Stats, and Quotes: The Power of Three

### **Summary**

### **Ted Talks and YouTube Videos**

### **Checklist**

## **Chapter 6. Attention: Getting People to Listen**

### **Nature or Attention**

Selective Attention of Listeners: Filtering Stimuli

Mindful Listening: Focused Attention

[Box Feature] Developing Competence in Public Speaking: How to Be a Mindful Speaker

### **Attention Strategies: Triggering Listening**

Novelty: The Allure of the New

*Unusual Topics: Choosing Outside the Box*

*Unusual Examples: The Anti-Sedative*

*Unusual Stories: Nothing Like a Good Tale*

*Unusual Phrasing: It Is in the Wording*

Startling Appeal: Shake up Your Listeners

*Startling Statements, Facts, or Statistics: The "Oh WOW" Effect*

*Inappropriate Use: Beware Bizarre Behavior*

The Vital Appeal: Meaningfulness

Humorous Appeal: Keep Listeners Laughing

*Do Not Force Humor: Not Everyone Is Funny*



*Use Only Relevant Humor: Stay Focused*

*Be Sensitive to Audience and Occasion: Humor Can Backfire*

*Consider Using Self-Deprecating Humor: "I'm Not Worthy"*

Movement and Change: Our Evolutionary Protection

Intensity: Extreme Degree of a Stimulus

**Summary**

**Ted Talks and YouTube Videos**

**Checklist**

## **Chapter 7. Introductions and Conclusions**

### **Objectives for Competent Introductions**

Gain Attention: Focusing Your Listeners

*Begin with a Clever Quotation: Let Others Grab Attention*

*Use Questions: Engage Your Listeners*

*Tell a Relevant Story: Use Narrative Power*

*Begin with a Simple Visual Aid: Show and Tell*

*Refer to Remarks of Introduction: Acknowledging Praise*

Make A Clear Purpose Statement: Providing Intent

Establish Topic Significance: Making Your Listeners Care

Establish Your Credibility: Why Listeners Should Believe You

Preview The Main Points: The Coming Attractions

### **Objectives for Competent Conclusions**

Summarize The Main Points: Connecting The Dots

Refer to the Introduction: Bookending Your Speech

Make a Memorable Finish: Sizzle Do Not Fizzle

**Summary**

**Ted Talks and YouTube Videos**

**Checklist**

## **Chapter 8. Outlining and Organizing Speeches**

### **Effective Outlining**

Standard Formatting: Using Correct Symbols

Division: Dividing the Pie

Coherence: Logical Consistency and Clarity

Completeness: Using Full Sentences

Balance: No Lopsided Time Allotment



[Box Feature] A Student Outline: Rough Draft and Revision

### **Effective Organization: Creating Patterns**

Topical Pattern: By the Subjects

Chronological Pattern: According to Time

Spatial Pattern: Visualization

Causal Pattern: Who or What Is Responsible

Problem-Solution Pattern: Meeting Needs

Problem-Cause-Solution Pattern: Knowing Why and How

Comparative Advantages Pattern: Who or What Is Better

Monroe's Motivated Sequence: Five-Step Pattern

Narrative Pattern: Telling a Story

### **Connecting the Dots: Additional Tips**

Provide Definitions

Use Signposts

Make Transitions

Use Internal Previews

Give Internal Summaries

### **Preparation Versus Presentation Outlines**

#### **Summary**

#### **Ted Talks and YouTube Videos**

#### **Checklist**

## **Week 3: Organizing and Outlining**

We will focus upon the performance of your speech, ensuring that the preparation, delivery and style of your speech is appropriate to the setting at hand.

## **Chapter 9. Speaking Style: Using Language**

### **Oral Versus Written Style**

#### **Style in the Electronic Age**

#### **Standards of Competent Oral Style**

Clarity: Saying What You Mean

Precision: Picking the Apt Words

Vividness: Painting a Picture

*Metaphor and Simile: Figures of Speech*

*Alliteration: Several of the Same Sounds*

*Repetition: Rhythmic Cadence*

*Antithesis: Using Opposites*

## Summary

### Ted Talks and YouTube Videos

### Checklist

## Chapter 10. Delivering Your Speech

### Methods of Competent Delivery

Manuscript Speaking: Looking for Precision

Memorized Speaking: Memory Do Not Fail Me Now

Impromptu Speaking: Off-the-Cuff Presentations

Extemporaneous Speaking: The Virtues of an Outline

### Developing Competent Delivery

Eye Contact: Connecting with Your Audience

Voice: Developing Vocal Variety

Fluency: Avoiding Excessive Vocal Fillers

Speaking Rate: Finding the Right Pace

Articulation and Pronunciation: Striving for Clarity of Speech

Body Movements: Finding the Right Balance

Podium Usage: Avoiding the Lectern Lean

Microphone Usage: Amplifying Your Delivery

Distracting Behaviors: Avoiding Interference

Audience-Centered Delivery: Matching the Context

### Summary

### Ted Talks and YouTube Videos

### Checklist

## Chapter 11. Visual Aids

### Benefits of Visual Aids: Reasons to Use Them

### Types of Visual Aids: Making Appropriate Choices

Objects: Show and Tell

Models: Practical Representations

Graphs: Making Statistics Clear and Interesting

Maps: Making a Point Geographically

Tables: Factual and Statistical Comparisons

Photographs: Very Visual Aids

Drawings: Photo Substitutes

### Visual Aids Media: Simple to Technologically Advanced

Chalkboard and Whiteboard: All Dinosaurs Are Not Extinct



Poster Board: Simplicity Itself

Handouts: An Old Standby

Video Excerpts: DVDs, YouTube, and Visual Power

Projection Equipment: Blowing It Up

Computer-Assisted Presentations: PowerPoint

[Box Feature] PowerPoint: Lots of Power, Little Point?

### **Guidelines for Competent Use: Aids Not Distractions**

Keep Aids Simple

Make Aids Visible

Make Aids Neat, Attractive, and Accurate

Do Not Block the Audience's View

Keep Aids Close to You

Put the Aid Out of Sight When Not in Use

Practice with Aids

Do Not Circulate Your Aids

Do Not Talk in the Dark

Anticipate Problems

### **Summary**

### **Ted Talks and YouTube Videos**

### **Checklist**

## **Chapter 12. Skepticism: Becoming Critical Thinking Speakers and Listeners**

### **Skepticism, True Belief, and Cynicism**

#### **Dangers of True Belief**

#### **The Process of True Believing**

Confirmation Bias: Searching for Support

Rationalization of Disconfirmation: Clinging to Falsehoods

Shifting the Burden of Proof: Whose Obligation Is It?

#### **The Process of Skepticism: Inquiring Minds Want to Know**

Probability Model: Likely but Not Certain

*Possibility: Could Happen, but Do Not Bet on It*

*Plausibility: Making a Logical Case*

*Probability: What Are the Odds?*

*Certainty: Without Exception*

Skepticism and Open-Mindedness: Inquiring Minds, Not Empty Minds

### **Summary**

### **Ted Talks and YouTube Videos**



## Checklist

Avoid Information Overload: Beware the Data Dump

Tell Your Story Well: Narrative Tips

**Summary**

**Ted Talks and YouTube Videos**

**Checklist**

## Week 4: Language and Delivery

As the toolbox of the course fills up, we will focus upon the language and the delivery of your ideas, with particular emphasis upon persuasive speeches.

### **Chapter 13. Argument, Reasoning, and Evidence**

#### **An Argument: Staking Your Claim**

Syllogism: Formal Logic

Toulmin Structure of Argument: Informal Logic

#### **Criteria for Reasoning and Evidence: Is It Fact or Fallacy?**

Credibility: Should We Believe You?

*Manufactured or Questionable Statistics: Does It Make Sense?*

*Biased Source: Grinding an Ax*

*Expert Quoted Out of Field: No Generic Experts Allowed*

Relevance: Does It Follow?

*Ad Hominem Fallacy: Diversionary Tactic*

*Ad Populum Fallacy: Arguing from Public Opinion*

Sufficiency: Got Enough?

*Self-Selected Sample: Partisan Power*

*Inadequate Sample: Large Margin of Error*

*Hasty Generalization: Arguing from Example*

*Correlation Mistaken for Causation: X Does Not Necessarily Cause Y*

*False Analogy: Mixing Apples and Oranges*

**Summary**

**Ted Talks and YouTube Videos**

**Checklist**

### **Chapter 14. Informative Speaking**

#### **Distinguishing Informative from Persuasive Speaking**

Noncontroversial Information: Staying Neutral



Precursor to Persuasion: No Call to Action

### **Types of Informative Speeches**

Reports: Facts in Brief

Explanations: Deeper Understanding

Demonstrations: Acting Out

Narratives: Storytelling

Speeches that Compare: Balancing the Pros and Cons

### **Guidelines for Competent Informative Speaking**

Be Informative: Tell Us What We Do Not Know

Adapt to Your Audience: Topic Choice and Knowledge Base

Avoid Information Overload: Beware the Data Dump

Tell Your Story Well: Narrative Tips

### **Summary**

### **Ted Talks and YouTube Videos**

### **Checklist**

## **Week 5: Types of Public Speaking**

In our final week we will have an opportunity to test out our new skills, by delivering different styles of public speeches.

## **Chapter 15. Foundations of Persuasive Speaking**

### **Defining Persuasion**

### **Goals of Persuasion**

Conversion: Radical Persuasion

Modification: Do Not Ask for the Moon

Maintenance: Keep 'Em Coming Back

### **Attitude-Behavior Consistency**

Direct Experience: No Second-Hand Attitudes

Social Pressure: Getting Heat from Others

Effort Required: Degree of Difficulty

### **Elaboration Likelihood Model**

### **Propositions: Fact, Value, and Policy Claims**

### **Culture and Persuasion**

### **Summary**

### **Ted Talks and YouTube Videos**



## Checklist

### Chapter 16. Persuasive Speaking Strategies

#### Enhance the Speaker: Identification and Credibility

#### Use Logic and Evidence: A Persuasive Focus

Persuasive Arguments: Quality and Quantity

Persuasive Evidence: Statistics versus Narratives

#### Try Emotional Appeals: Beyond Logic

General Emotional Appeals: Motivating Change

Fear Appeals: Are You Scared Yet?

Anger Appeals: Moderately Upset

Ethics and Emotional Appeals: Is It Wrong To Be Peripheral?**Frame Your Case: Shaping Attitude and Behavior with Language**

#### Induce Cognitive Dissonance: Creating Tension

Use the Contrast Effect: Minimize the Magnitude

Use a Two-Sided Organizational Pattern: Refutation

#### Summary

Ted Talks and YouTube Videos

#### Checklist