I. Course Description:

This is an introductory course that presumes no formal training on the part of the students. The course focuses on effective oral communication with particular emphasis on organization and delivery of various types of speeches in different situations. Students will be introduced to the rudiments of the rhetorical theory which lies behind the practice of public speaking. Students will learn to craft efficient and impactful presentations and then how to precisely deliver them. The course teaches techniques for developing ideas, facts, arguments and visual aids as well as concentrating on the oral skills of projection and enunciation.

II. Learning Objectives:

During the summer section you will stand before your classmates and deliver information or attempt to influence others. It is important that you command the audience’s attention and present yourself as a competent and credible speaker. The goal is for you to develop greater competence and confidence in your speaking and analytical skills in public communication contexts. In addition, you will learn how to critically evaluate public messages. More specifically, you will:

1. Learn how to construct (research, outline, and organize) public speeches for delivery to audiences
2. Be able to deliver speeches appropriate to your audience
3. Learn how to speak confidently
4. Develop rhetorical message evaluation and critical thinking skills
5. Understand the communication process and how it operates in public contexts in society
III. Required Textbook and Course Materials:

Title: Public Speaking: An Audience-Centered Approach
Edition: 8th
Author: Beebee, Steven A. & Beebee, Susan J.
ISBN: 978-0205784622

IV. Language of Instruction:

This course is taught entirely in English, including lectures, homework, assignments and examinations. Teaching assistants will be fluent in both English and Mandarin.

V. Course Prerequisites:

None.

VI. Study Abroad & Academic Inquiries

As Sichuan University has expanded its international courses offerings and global partnerships with other universities, a growing number of foreign students, parents, study abroad officials and academic advisors have questions about taking courses at our institution. For questions related to this course, we encourage to contact the course instructor directly.

For questions and inquiries related to studying abroad, academic standards, accreditation, or other concerns please contact our Director of International Admissions, Dr. Lei Peng.

Email: pengl@scu.edu.cn
Phone: (+86) 028-85405406

University Policies

Class Meeting Times & Course Hours

This course will meet Monday through Friday for a total of 25 sessions over five weeks. Each session is 120 minutes in length for a total course meeting time of 3,000 minutes or 60 contact hours. Sichuan University awards 4 credits for the successful completion of this course.

Attendance

Summer courses are very intensive and in order to be successful, students need to attend every class. Attendance is required for all lectures and in class activities. If you need to miss a day of class, make sure you speak with the course instructor first. Otherwise the absence will be unexcused. If you need to miss class due to illness, please bring a doctor’s note.
Unexcused absences will negatively impact your grade, and university policy states that students with three or more unexcused absences will be referred to the Dean’s office and face automatic failure of this course.

**Academic Dishonesty**

All cases of academic dishonesty will be diligently pursued. Academic dishonesty includes representing the work of another as one’s own work or cheating by any means. Academic dishonesty also includes aiding, abetting, concealing or attempting such activity. The penalty is automatic failure of the course and possible suspension from the university.

**Examination Guidelines**

Only the following items are permitted in the examination room:

- the examination
- a one page helper sheet (at instructor’s discretion)
- approved calculator
- pencils
- water
- All other items must be placed well outside of students’ reach and closed. Cell phones especially should be collected and held at the front of the room.

The following items are not permitted in the examination room:

- books
- notebooks
- book bag
- purse
- laptop
- cell phone
- any other electronic devices

**Exam Administration**

The following policies will be strictly enforced during the administration of all examinations.

- Students must be seated in every other seat.
- At least two proctors required per room. One proctor can be a teaching assistant, but the teaching assistant must be accompanied by another non-TA faculty member.
- No questions allowed. Students should be told beforehand to make/state assumptions as necessary and proceed.
- No talking allowed.
- Students may only leave the room with a proctor and only for bathroom visits. Students are not allowed to speak with anyone except proctors when outside the exam room.

Additional restrictions may be applied as deemed necessary by the instructor.

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### Professor & Course Policies

#### Instructional Methodology

This Public Speaking, COM 101, course will provide a combination of lecture based on the textbook class discussion and speeches. Critical thinking and evaluation of issues will be stressed in the students’ approach to communication.

#### Examinations

A mid-term and a final will be given during the semester. The use of textbook or any other written reference is not allowed during the exams. More information on the content will be given in class as the time for the exams approaches. These exams may be a written or an oral or a combination of both.

#### Make-up Examinations

No make-ups will be given after the exam. The use of textbook or any other written reference is not allowed during the exams. More information on the content will be given in class as the time for the exams approaches.

#### Student Responsibilities

Come to class regularly and on time. Your attendance can be a major factor in your grade, counting 10% of your final grade.

Demonstrate respect for your fellow students and professor by avoiding the following actions in class:

- Chatting with others in class when not related to class discussion
- Talking or texting on your cell phone
- Sleeping
- Coming to class late
- Leaving class early without prior permission from instructor
- Listening to mp3 players or ipods
- Eating in class
These are actionable choices that equate to an absence.

**Class Expectations & Etiquette**

In order for class to be a good learning experience for everyone, the following guidelines are important:

- Turn off cell phones during all class periods.
- Don’t walk into class while speeches are in progress. If you arrive late on a speech day, please wait outside until you hear applause indicating the speech is over.
- Don’t pack up your materials to leave class during a speech.

**Course Grading**

The following items and grading scale will determine your final grade.

<table>
<thead>
<tr>
<th>Grade Components</th>
<th>Grades</th>
<th>Total Points</th>
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<tbody>
<tr>
<td>Commemorative Speech</td>
<td>100</td>
<td>1000</td>
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<tr>
<td>Informative Speech</td>
<td>100</td>
<td></td>
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<tr>
<td>Mid-term Exam</td>
<td>100</td>
<td></td>
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<tr>
<td>Impromptu Speech 1</td>
<td>35</td>
<td></td>
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<tr>
<td>Persuasive Speech</td>
<td>100</td>
<td></td>
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<tr>
<td>Impromptu Speech 2</td>
<td>35</td>
<td></td>
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<tr>
<td>Constructive Speech</td>
<td>100</td>
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<tr>
<td>Final Exam</td>
<td>150</td>
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<tr>
<td>Participation</td>
<td>200</td>
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<tr>
<td>Final Reflection</td>
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</tr>
<tr>
<td><strong>Total Points</strong></td>
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<table>
<thead>
<tr>
<th>Grading Scale</th>
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<tr>
<td>97-100</td>
<td>A+</td>
<td>77-79</td>
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<tr>
<td>93-96</td>
<td>A</td>
<td>73-76</td>
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<tr>
<td>90-92</td>
<td>A-</td>
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<td>87-89</td>
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<td>63-66</td>
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<tr>
<td>80-82</td>
<td>B-</td>
<td>60-62</td>
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<tr>
<td>0-59</td>
<td>F</td>
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</table>
**Tentative Course Schedule**

The following is a tentative outline of the chapters that will be covered and speeches that will be given. Certain topics may be covered out of order to better prepare you for each type of speech you will be giving. We will use the entire textbook to lay the foundations for the speeches, covering approximately 3-4 chapters per week.

<table>
<thead>
<tr>
<th>Date</th>
<th>Chapters / Lecture Topics</th>
<th>Speeches / Exams</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week One</td>
<td>Course Introduction&lt;br&gt;Chapter 1 - Introduction to Public Speaking and the Audience Centered Speaking Process&lt;br&gt;Chapter 2 - Speaking with Confidence&lt;br&gt;Chapter 3 - Speaking Freely and Ethically</td>
<td>Commemorative Speech</td>
</tr>
<tr>
<td>July 02 – July 06</td>
<td></td>
<td></td>
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<tr>
<td>Week Two</td>
<td>Chapter 4 - Listening to Speeches&lt;br&gt;Chapter 5 - Analyzing your Audience&lt;br&gt;Chapter 6 - Developing your Speech&lt;br&gt;Chapter 7 - Gathering and Using Supporting Material</td>
<td>Continued Commemorative Speech&lt;br&gt;Informative Speech&lt;br&gt;Midterm Exam</td>
</tr>
<tr>
<td>Week Three</td>
<td>Chapter 8 - Organizing your Speech&lt;br&gt;Chapter 9 - Introducing your Speech&lt;br&gt;Chapter 10 - Concluding your Speech&lt;br&gt;Chapter 11 - Outlining and Editing your Speech</td>
<td>Impromptu Speech 1&lt;br&gt;Persuasive Speech</td>
</tr>
<tr>
<td>Week Four</td>
<td>Chapter 12 - Using Words Well: Speaker Language and Style&lt;br&gt;Chapter 11 - Outlining and Editing your Speech&lt;br&gt;Chapter 12 - Using Words Well: Speaker Language and Style&lt;br&gt;Chapter 13 - Delivering your Speech</td>
<td>Impromptu Speech 2&lt;br&gt;Constructive Speech</td>
</tr>
<tr>
<td>Week Five</td>
<td>Chapter 14 - Designing and Using Presentation Aids&lt;br&gt;Chapter 15 - Speaking to Inform&lt;br&gt;Chapter 16 - Understanding Principles of Persuasive Speaking&lt;br&gt;Chapter 17 Using Persuasive Strategies&lt;br&gt;Chapter 18 - Speaking for Special Occasions and Purposes</td>
<td>Continued Constructive Speech&lt;br&gt;Final Exam</td>
</tr>
</tbody>
</table>
Meet your Instructor

Dr. Dan Herron

Institution:
Miami University – Farmer School of Business

Education Background:
J.D. – Case Western Reserve University

Biography:

Dan Herron holds his Juris Doctor from Case Western Reserve University School of Law in Cleveland, Ohio and a B.A. from Miami University in Oxford, Ohio. A member of the Ohio and Federal Bars, he has been teaching business legal studies for over thirty years.

As a tenured professor of business legal studies in Miami University’s School of Business in Oxford, Ohio, he has published over twenty articles, three books, and has presented numerous papers. His co-authored paper on Chinese contract law was published in a special international law edition of the flagship business law journal, the American Business Law Journal in spring 2003.

As the director of the Miami University Mock Trial program, he has led the program to a national championship, fifteen consecutive regional championships, and a consistent top ten placing in the elite programs in the nation in which over 350 college and universities compete, including most of the Ivy League schools. Herron has taught in addition to Miami’s Oxford, Ohio campus, in Miami’s programs in London and Luxembourg.

He is married to his wife Deborah for over thirty-five years and have two children, Chris (Amanda) and Elisabeth (Mark Silvaggio) and five grandchildren: Jack, Nate, Samantha, and Wes from Chris and Amanda and new-born Blaise from Elisabeth and Mark.