



Shanghai Jiao Tong University

EN903 Public Speaking

Instructor Information	Holger Briel Home Institution: Xi'an Jiaotong-Liverpool University Email: holger.briel@gmail.com Office Hours: Determined by Instructor		
Term	June 28, 2021 - July 29, 2021	Credits	4 units
Class Hours	Monday through Thursday, 120 mins per teaching day		
Discussion Sessions	2 hours each week, conducted by teaching assistant(s)		
Total Contact Hours	66 contact hours (1 contact hour = 45 mins, 3000 mins in total)		
Required Texts (with ISBN)	Lucas, Stephen E. The Art of Public Speaking, 11th edition (McGraw- Hill, 2011) electronic textbook version.		
Prerequisite	N/A		
The course might be moved to online delivery due to COVID-19 pandemic. Students will be notified once the decision is made.			



Course Overview

This course introduces students to the principles of public speaking, and prepares them to speak with credibility and confidence. It covers several of the major varieties of speeches used to address real world situations, such as instructing, informing, persuading, and praising. Students will practice preparing and delivering these speeches, and learn how to address audiences respectfully, persuasively on significant matters.

Course Goals

Students should expect to gain practice and learn the following:

1. Effectively deliver speeches in a number of public forums and formats;
2. Apply the requisite techniques used to research, organize, and script a speech;
3. Perform constructive criticism of peers and public figures;
4. Speak extemporaneously and field questions on prepared topics;
5. Adapt arguments and speaking styles to different audiences.

Grading Policy

Assignment	Percentage
How To	15%
Informative	20%
Persuasive	25%
Special Occasion	20%
Participation	10%
Attendance	10%

Grading Scale

Number grade	Letter grade	GPA
90-100	A	4.0
85-89	A-	3.7
80-84	B+	3.3
75-79	B	3.0
70-74	B-	2.7
67-69	C+	2.3
65-66	C	2.0
62-64	C-	1.7
60-61	D	1.0
≤59	F (Failure)	0



Class Schedule

Date	Lecture	Readings
Day 1	Overview of the class and course policies Activity: Introductions	Read: Lucas “Speaking” Pages 3- 5, 15, 36-38.
Day 2	Introduce first assignment, “How-To Speech” Activity: Group speech	Read: Lucas “Listening” 53-55
Day 3	Discuss topic selections, main points, and organization Activity: Work on outlines.	Select topics for how to speech.
Day 4	In class practice: “How-To Speech”	Finish “How-To Speech”
Day 5	Due: “How-To Speeches”	None.
Day 6	Introduce “Informative-Speech” assignment. In-class exercise: Impromptu speeches	Read: Lucas “Citing Sources” 159-162
Day 7	Videos Top 10 Greatest Speeches and American History through speeches	Read: Lucas “Supporting Your Ideas” 142-156
Day 8	Workshop “Informative Speech” (Topic, Thesis, etc.)	Finish: Informative Speech
Day 9	Due: “Informative Speeches”	Peer Review: Informative Speech
Day 10	Introduce: “Persuasive Speech” Assignment	Read: Lucas “Using Language Effectively” 221-230
Day 11	In class exercise on vivid description and figures of speech.	Read: Lucas “Speaking Persuasively” 300-304
Day 12	Discuss: Strategies for creating a persuasive speech.	Read: Lucas “Speaking Persuasively” 305-317
Day 13	In class exercise on creating and delivering persuasive speeches.	Finish: “Persuasive Speech”
Day 14	Due: “Persuasive Speech”	None



Day 15	Introduce: “Special Occasion (Commemorative) Speech”	Read: Lucas “Commemorative Speeches” 358
Day 16	Film: The King's Speech	Read: Lucas “Multiculturalism” 22-25
Day 17	In class workshop for the “Special Occasion Speech	Finish: Special Occasion (Commemorative) Speech
Day 18	In class exercise: “The Thank You” Speech	Peer Review: “Special Occasion (Awards) Speech”
Day 19	Begin Special Occasion Speeches	
Day 20	Finish Special Occasion Speeches	