**The Art of Public Speaking**

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| **Schedule** | **At Class Activity** | **After Class Activity** |
| 1st  Feb.17-21 | ◆Ice Breaking  ◆Course debriefing  ◆**Lecture:**  **Hero in Speech History:** *Meet Greek Orator Demosthenes*  **Speech Anxiety** *PRPSA Survey* | **Film Review**:  Watch the film *The King’s Speech* and get ready for class discussion.[国王的演讲-电影-完整版视频在线观看-爱奇艺 (iqiyi.com)](https://www.iqiyi.com/v_19rrjz3axc.html)  [国王演讲：背后的故事\_哔哩哔哩\_bilibili](https://www.bilibili.com/video/av1735705/)  **Reading Task**:   1. *What Happens to Our Brains When We Have Stage Fright: The Science of Public Speaking* 2. *How to Perform Under Pressure - Think on Your Feet* |
| 2nd  Feb24-28 | ◆**Prepared Sharing I**: Film Review  ◆**Lecture**: Speech Communication Process  ◆**FGD:** Understand Speech Anxiety | **Reading Task**: *Active Listening in Speech Communication*  **Speech Analysis**: Watch Ted speeches [Karen Eber: How your brain responds to stories -- and why they're crucial for leaders | TED Talk](https://www.ted.com/talks/karen_eber_how_your_brain_responds_to_stories_and_why_they_re_crucial_for_leaders) & The magic of storytelling <https://b23.tv/gKssY7R>  and get ready for class discussion.  **Topic Selection**: Search your life experience to find something unique and authentic to share for your speech titled *My Story* |
| 3rd  Mar.3--7 | ◆**Prepared Sharing II**: Listening Barriers & Listening Styles  ◆**Lecture**: Speech Topic & Purpose  ◆**FGD:** The Powerful Role of Storytelling in Speech | **Speech Analysis**: Watch Two Speeches [Chimamanda Ngozi Adichie: The danger of a single story | TED Talk](https://www.ted.com/talks/chimamanda_ngozi_adichie_the_danger_of_a_single_story?referrer=playlist-why_do_we_tell_stories) & [乔布斯在斯坦福大学毕业典礼上的演讲（中英字幕）\_哔哩哔哩\_bilibili](https://www.bilibili.com/video/BV1oW411h7Ea/) and get ready for class discussion. |
| 4th  Mar.10-14 22 | ◆**Prepared Sharing III**: Convey a Message through Storytelling  ◆**Lecture**: The Art of Storytelling (the Round Table)  ◆**FGD:** What makes a good story speech? | **Story Speech Statement**: Write down your story speech topic and its purpose, preferably with the outline of the story plot.  **Reading Task:** *The Storytelling Speech Samples from previous class* |
| 5th  Mar.17- 21 | ◆**Lecture:** Craft a StorySpeech  ◆**FGD:** Story Speech Sample Analysis  ◆**Tutorial** for story speech (take-away message) | **Writing Task**: Craft the first draft: *My Story (subtitle needed)* First Draft Submission March.28  **Reader response**: Read your partner’s first draft and give sincere and constructive feedback (CF Feedback Checklist) Submission April 7  **Speech Analysis**: Obama’s 2014 Congress Speech *The Audacity of Hope*  [Barack Obama 2004 Democratic National Convention Keynote Address - American Rhetoric](https://www.americanrhetoric.com/speeches/convention2004/barackobama2004dnc.htm)  **Research**: Search and find your favorite (well-quoted) speech lines and appreciate its rhetorical power |
| 6th  March 24-28 | ◆**Prepared Sharing IV:** Obama’s Speech Strategy and Style  ◆**Lecture:** Language Feature of Public Speech  ◆**FGD**: Empower your speech with rhetorical devices (Lincoln’s speech) | **Voice Exercise**: Pick up your favorite movie speech and imitate the sound and recorded it for group evaluation. Recommendation: [American Rhetoric: Movie Speeches](https://www.americanrhetoric.com/moviespeeches.htm)  **Video Watching**  [英语的节奏和"等时性"(这才是中式英语的罪魁祸首!)\_哔哩哔哩\_bilibili](https://www.bilibili.com/video/BV1rt4y197Dy/?buvid=Z1492D1327E6F8844AB998BE6D95F38C49BA&is_story_h5=false&mid=DknBU7b9HstSrMpUYpnNDw%3D%3D&p=1&plat_id=114&share_from=ugc&share_medium=iphone&share_plat=ios&share_session_id=810CF0EA-B935-4998-8B50-1B4B61362E3E&share_source=WEIXIN&share_tag=s_i&timestamp=1676424804&unique_k=BxCkQ1L&up_id=483162496) |
| 7th  March 31-April 4 | **Group Pre**: Speech Voice Feature Analysis and Imitation/Holiday Break |  |
| 8th Apr. 7-11 | **Group Pre**: Speech Voice Feature Analysis and Imitation | **Speech Revision**: Polish the final draft of your speech with the help of AI.  **AI Feedback**: Assign AI a particular role and ask it to evaluate your storytelling and give feedback.  Story Speech Final Draft Submission: April 13 (enclosed your prompt for AI and its feedback)  **Speech Analysis**: Watch Ted speech and get ready for class discussion. [Amy Cuddy: Your body language may shape who you are | TED Talk](https://www.ted.com/talks/amy_cuddy_your_body_language_may_shape_who_you_are)  [英文字幕\_哔哩哔哩\_bilibili](https://www.bilibili.com/video/BV1jx411W7r8?p=2&vd_source=00a785735625d59b8b3dad8070971e37) |
| 9th April. 14-18 | ◆**Prepared Sharing V**: Body Gestures & State of Speakers based on TED speech  ◆**Lecture**: Nonverbal Communication & Voice Feature  ◆**Tutorial** for speech revision | **Reading Task**: *The* *State of Speakers*  **Dress Rehearsal**: Deliver your speech in front of your group members and get feedback |
| 10th  Apr.21-25 | ◆**Story Speech Delivery (I):**  **Peer/Teacher Evaluation** | **Writing Task**: Watch your own speech video and write a brief reflection on your speech performance (CF Checklist) Submission May. 5  Peer evaluation sheet & recorded speech video uploaded on Daxia no later than the speech day. |
| 11th  Apr. 28-May 2 | Holiday Break  ◆**Story Speech Delivery (II)** |  |
| 12th  May. 5-9 | ◆**Lecture**: Understand Persuasion (I) | **Reading Task:** *Audience**Analysis*  **Survey**: Narrow down your speech topic, design an audience analysis questionnaire and collect the feedback to decide what to say about your topic and how to say it. Upload your audience analysis sheet based on your survey results. Submission May 11 |
| 13th  May12-16 | **Prepared Sharing VI:**  Audience analysis and topic selection  ◆**Lecture:** Strategy of Persuasion  ◆**FGD:** In-group discussion: Finalize your speech topic and purpose based on audience analysis questionnaire1. | **Reading Task**: *The Persuasive Speech Samples by Previous Class*  **Speech Analysis**: Watch Speech [Putting the Brakes on Teenage Driving-教育-高清完整正版视频在线观看-优酷 (youku.com)](https://v.youku.com/v_show/id_XMzc3MDA1NjUy.html) and get ready for discussion (CF Question List) |
| 14th  May19-23 | **Prepared Sharing VII:** Effective Persuasive Speeches (Ethos/Pathos/Logos)  ◆**Tutorial** for persuasive speech topic and purpose | **Speech Analysis**: Watch Ted speech and get ready for class discussion [Brené Brown: The power of vulnerability | TED Talk](https://www.ted.com/talks/brene_brown_the_power_of_vulnerability)  **Research**: Find relevant and reliable supportive material for your speech. (example/testimony/data CF Checklist for supporting evidence)  **Writing Task**: Craft the first draft of your persuasive speech First Draft Submission May 25 |
| 15th  May26-30 | ◆**Prepared Sharing VIII**: Convincing Supportive Material  ◆**Lecture:** Support Your Ideas (Research and Evaluate Sources)  ◆**FGD:** Effective Persuasive Speeches: Sample speech analysis from previous class | **Reader response**: Read your partner’s first draft and give sincere and constructive feedback Feedback Submission May31  **Speech Analysis**: Watch the Ted speech and get ready for class discussion: [Alex Edmans: What to trust in a "post-truth" world | TED Talk](https://www.ted.com/talks/alex_edmans_what_to_trust_in_a_post_truth_world) |
| 16th  June.2--6 | ◆**Prepared Sharing IX**: Employing Motivated Sequence （CF Sample speech）  ◆**Lecture:** Begining and Ending  ◆**FGD: Writer-Reader** How to revise the first draft based on the peer feedback | **Speech Revision**: Design effective beginning and ending for your persuasive speech and polish the language of your final draft with the help of AI.  (rhetorical devices needed)  **AI Feedback**: Assign AI a particular role and ask it to evaluate your persuasion and give feedback.  Persuasive Speech Final Draft Submission June. 8th |
| 17th  June 9-13 | ◆**Persuasive Speech Delivery (I)** Peer/Teacher Evaluation | **Dress Rehearsal**: Deliver your speech in front of your group members and collect feedback for improvement. |
| 18th June 16-20 | ◆**Persuasive Speech Delivery (II)** Peer/Teacher Evaluation | **Evaluation**: Finish the speech delivery evaluation sheet for your partner’s persuasive speech and upload the recorded speech video on Daxia no later than June 20th. |
| 19th | Q & A session |  |

**Recommend Books and Online Resources for Public Speaking**

1. *The Art of Public Speaking, 13th Edition Specially adapted for Chinese Readers, Stephen E. Lucas, with Yin Suya, 外研社, 2021(Recommended)*
2. *How to develop self-confidence and influence people by public speaking* Dale Carnegie, 中央编译出版社, 2011
3. *How to develop courage and make speaking* Dale Carnegie, 中国宇航出版社
4. *Presenting to Win: the Art of Telling Your Story*, Jerry Weissman, New Jersey, Pearson Education , Inc. Publishing as FT Press, 2009
5. *The Power Presenter*: Technique, Style, and Strategy from America’s Top Speaking Coach, Jerry Weissman, New Jersey, John Wiley & Sons, Inc.2009
6. *Talk Like Ted* Carmine Gallo St Matin’s Press 2014
7. *As we speak* Peter Meyers and ShannNixAtria Paperback 2012
8. *Persuade like Obama* & *Selected Speeches of Barack Obama*
9. 《励志英文演讲精选50篇》中国水利水电出版社 2022
10. 网络资源： [www.ted.com](http://www.ted.com) & [www.toastmasters.org](http://www.toastmasters.org)& [www.americanrehetoric.com](http://www.americanrehetoric.com) <https://b23.tv/7avdroZ> <https://b23.tv/S7ZvqCN> <https://b23.tv/6mOFggx>

**Grade breakdown:**

本课程的评价分为过程性评价和和终结性评价两个部分。其中过程性评价占总评成绩的60%，终结性评价占总评成绩40%。

1. **过程性评价包括**：课堂参与50%（100分）+作业50%（100分）

出勤：(无故缺席扣5分。病事假每人每学期不超过3次，3次内不扣分，超过3次后，请假每次扣10分；迟到每学期不超2次，超过后迟到每次扣5分，出勤得分由课代表记录和统计)

**课堂参与**:**小组准备发言1次/学期**（60分）+ **个人即兴发言3次/学期**（40分）（课代表统计更新）

A.小组准备发言基于课后作业的反思和分享（3分钟/人），请参照每次作业布置的问题。分享评分取决于内容的深度和新颖度以及口头展示的热情和流畅性。每节课准备发言的人数不超过5人。准备发言的同学需要提前选好发言回答的问题（请勿重复选，小组长协调并在群里告知）。

B.个人即兴发言至3次，满分是40分。个人即兴发言按次数和质量计分，每次10分。三次发言完成拿到基本30分（课代表课堂记录、微信群定期公示发言次数）。差额的10分基于超额发言的次数。3次发言次可以选择两种任务（课堂讨论口头分享至少2次和大夏讨论板书面分享至多1次）。课堂讨论为举手口头发言，大夏讨论板是书面发言，可以根据当堂课程内容撰写自己的收获或者疑问，也可以撰写对本门课程的反思和建议。鼓励大家平时课堂多发声，抓住台上的机会多锻炼。

**作业：**同伴互评+声音模仿

◆同伴互评Peer Review （50分）：

阅读同伴演初稿，撰写详细的反馈；聆听同伴演讲、为其录音并撰写口头展示反馈。两次反馈的评分依据内容的详略和针对性。每次反馈提交到大夏学堂交流讨论板。

◆声音模仿Voice Feature Analysis and Imitation（50分）：

各个小组选取一个自己喜欢的演讲，进行演讲声音分析和模仿，模仿主要关注声音特性（句子重音、语速变化、暂停的使用、音调的变化等）。声音模仿进行小组展示，由听众同学和老师共同打分。

2. **终结性评价**：（选择一种类型的演讲作为期末考试的演讲）

1）故事性演讲（Speech Draft40分+Speech Self-review 20分+ Oral Delivery 40分）

This task is a 5-minute storytelling speech in which you will let your audience get to know you with a complete life story. Before you pick up a story please think about the purpose of your speech. Is it to inspire your audience? to amuse your audience? to touch your audience? or…? Your story should be authentic life experience and reflections in order to fulfill your speech purpose. Also think about why your audience should care about your story and what benefit they might get from listening to your story. Your speech should center around a theme (key take-away message you want to convey to your audience/ something that connects your experience with your audience). Make sure your story follows the narrative pattern (character/plot/conflict), ideally with suspense and dialogue.

Warning: Don’t make a summary of all the life facts with empty claims (say, your name and your hobby). Moreover, make sure your story is rich in details and authentic in emotions. The speech delivery is scheduled around Mid-term session.

2）劝说性演讲(Audience Analysis 20分 +Speech Draft 40分+Oral Delivery 40分）

This task is a 5-minute persuasive speech in which you try to change your audience’s attitude(value) or action. For example, you can present a problem in society and convince your audience that your solution can solve it and encourage them to take actions. Or you can strengthen or rebuke their attitude/belief towards social phenomenon or social value by providing new evidence (scientific findings or personal testimony) Your speech will be more effective if you choose an issue that you actually care about or you are more knowledgeable about. You will automatically come across as more passionate and concerned. It would be better if you could pick up a local topic related to your audience. For example, to persuade my audience that ranking-based GPA system in ECNU should be revised. Make sure your topic is relevant to your audience life so that you care about your speech. Besides, try to stay away from overused or general topics such as procrastination and benefit of exercise unless you can come up with fresh insight or new evidence. You must use various types of supporting material (example/data/testimony) for this speech. Valid research sources are also needed. The speech delivery is scheduled one week before Final.