

## **Leadership through Public Speaking**

Course Number: 11220LANG500010

Professor: George Wang

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Class hours: Wednesday 15:30-18:20

### **Core competency indicators**

- \* The ability to communicate and express oneself in English (30%)
- \* The ability to think critically and organize ideas logically in English (40%)
- \* Having the knowledge of English learning strategies and techniques (30%)

### **Course Description**

Dale Carnegie (1888-1955), a pioneer in public speaking and business training once said that 15% of a person's success came from professional knowledge, and the remaining 85% hinges on his or her ability to communicate effectively. Most leaders today are often evaluated by their abilities to speak effectively. If you listen to effective leaders, one of the skills they possess is their ability to speak in public.

In this 3 credit English course, students will develop skills to become a more confident and effective public speaker, and therefore, leader. Students will be able to utilize the power of storytelling to communicate effectively. We will demystify the process of writing, rehearsing, and delivering a meaningful and engaging speech. By the end of the course, students will be able to organize speeches clearly, write them effectively and deliver them confidently.

### **Course Objectives**

1. Understand how leaders use different genre of speeches to communicate powerfully.
2. Write and deliver engaging speeches; speak confidently with appropriate visuals, body language, and voice.
3. Learning the art of impromptu s speech and how it applies to Q & A sessions
4. Learning through evaluating and critiquing speeches of others insightfully.

### **Course Requirements**

1. Actively participate in all class activities.
2. Complete and submit all written and verbal tasks on time.
3. Leave request must be sent to BOTH the lecturer with a clear explanation of the reason via email before the absence date.

## Required Textbook

Diane DiResta (2018), *Knockout Presentations: How to Deliver Your Message with Power, Punch, and Pizzazz*.

ISBN-13: 978-1683508793

## Additional References

Anderson, Chris. (2016). *TED Talks: The Official TED Guide to Public Speaking*.

ISBN-13: 978-0544634497

Duarte, Nancy. (2012). *HBR Guide to Persuasive Presentations (Harvard Business Review Guides)*. ISBN-13: 978-1422187104

Additional articles or materials may be distributed in class.

## Grading

- Attendance (10%)  
Definition of absence:
  1. Late for more than 20 minutes
  2. Three absence without a valid excuse is considered as course failure
  3. Valid absence is defined as an absence with proof or evidence, and it should not exceed twice during the semester
- Interactive Class Exercises (30%)  
You are required to participate in many class exercises and peer evaluation throughout the semester. Only the peer evaluations will be graded.
- Writing assignments (60%)  
You will be given 4 written/presentation assignments. The details of the assignment will be announced in class.

## Tentative Course Schedule

| Week  | Description  | Assignment                              |
|-------|--|---|
| 02/21 | The top 10 myths of public speaking  |   |
| 02/28 | 228 Peace Memorial Day (No Class)  |   |
| 03/06 | Understanding the different genres of speech: storytelling, informative, and persuasive speeches | Assignment 1: write a self-introduction |
| 03/13 | 10 habits of highly effective public speakers  |   |
| 03/20 | Your visual delivery skills: the importance of first impression                                  |   |
| 03/27 | Your speaking voice: inflection, rhythm, tempo, and pitch  | Assignment 2: write a story             |

| <b>Week</b> | <b>Description</b>   | <b>Assignment</b>   |
|-------------|--|---|
| 04/03       | Your body speaks: gestures, body movements, and eye contact              |   |
| 04/10       | Mastering the evaluation speech: help others to help you                 |   |
| 04/17       | How to ace your impromptu speech: speak on a fly                         |   |
| 04/24       | Midterm presentation: tell me a story                                    |   |
| 05/01       | Fear Fixes: Conquering Nervousness                                       | Assignment 3: develop an informative speech                     |
| 05/08       | Listening: the other side of speaking                                    |   |
| 05/15       | Research and analyze your audience                                       |   |
| 05/22       | Building your persuasive presentation                                    |   |
| 05/29       | Six simple steps to sell listeners on your ideas: elements of persuasion | Assignment 4: build a persuasive speech for your final delivery |
| 06/05       | Staging the Presentations: know your venue and equipment's               |   |
| 06/12       | Effective use of visual aids: PowerPoint is not the only solution        |   |
| 06/19       | Final presentation: how persuasive are you?                              |   |