



Mobility through Education™

## HSE & Brigham Young University

### PUBLIC SPEAKING



#### 1. COURSE OVERVIEW

Being able to express your ideas in an organized manner makes you a better communicator. People will understand you and your ideas better, and once you master these skills, you will become more confident about expressing your opinions.

By learning to speak in public, you will find out things about yourself and how your mind works. As you gain insight into your place in the world, you will learn to enjoy sharing your opinions and speaking your mind.

You will learn that your life has value that others will want to learn from. Others will learn what your life and ideas have to teach them, and you will understand how public speaking enlarges our world. You will feel a sense of accomplishment and empowerment. Communicating your ideas will make you feel empowered.

#### 2. COURSE OUTLINE

- Unit 1: The Power of Words
- Unit 2: What's the Occasion?
- Unit 3: Where Are You Going with This?
- Unit 4: The Building Blocks
- Unit 5: Come Again?
- Unit 6: Say It Like You Mean It
- Unit 7: What You See Is What You Get

### 3. COURSE LEARNING OUTCOMES

Once students have successfully completed this course and all of its assignments, they should be able to do the following:

- Describe both classical and contemporary theories about persuasion and public speaking.
- Speak in an organized and effective manner.
- Prepare a complete speech outline with supporting material.
- Speak in a smooth and effective manner while emphasizing the important ideas you are trying to communicate.
- Analyze other public speeches and identify rhetorical and speaking devices used in the speeches.

### 4. LESSONS & ASSIGNMENTS

This course consists of 7 units, 7 writing assignments, and 1 final exam:

- Self-checks. Self-checks are formative assessments that are automatically graded. Students can retake them as many times as they want, but their score does not count toward the final grade.
- Unit Quizzes. There is one unit quiz that generally comes at the end of each unit. They are computer-graded and do count toward the final grade. By default they can be taken only once, though items are randomized so there is little harm in allowing students to retake a unit quiz.
- Writing Assignments. This course includes several writing assignments. Students can complete and submit assignments according to the instructions given in the course.
- Final Exam. The final exam is a comprehensive exam. There are about 50 multiple-choice questions covering the content found in units 1-7.

Students may retake the Final Exam once for a fee, if needed.

Students must pass with at least a 60% on the Final Exam and on the course average to earn credit for the course.

## 5. GRADES

Assignment and exam weights are the following:

Unit 1 Quiz	2%
Public Opinion and Policy	10%
Unit 2 Quiz	3%
Persuasive Idea Brainstorm	10%
Unit 3 Quiz	3%
Topic Brainstorm	10%
Unit 4 Quiz	3%
Analysis of Speech 1	10%
Unit 5 Quiz	3%
Analysis of Speech 2	10%
Unit 6 Quiz	3%
Selection of Visual Aids	10%
Lesson 7 Quiz	3%
Persuasive Speech	10%
Final Exam	10%

### Grading Scale

Letter Grade	Percentage	Letter Grade	Percentage
<b>A</b>	100%–94%	<b>C</b>	76%–74%
<b>A-</b>	93%–90%	<b>C-</b>	73%–70%
<b>B+</b>	89%–87%	<b>D+</b>	69%–67%
<b>B</b>	86%–84%	<b>D</b>	66%–64%
<b>B-</b>	83%–80%	<b>D-</b>	63%–60%
<b>C+</b>	79%–77%	<b>E (fail)</b>	59 or below

## 6. COURSE MATERIALS

The course content is available:

- Online; and
- Print Course Guide provided by HSE.

## 7. COURSE ORGANIZATION – DETAILED

### Unit 1: The Power of Words

#### Sections

Lesson 1.1 Rhetorical Devices  
Lesson 1.2 The Influence of Classical Rhetoric  
Lesson 1.3 The Ethical Responsibilities of the Freedom of Speech  
Lesson 1.4 Learning to Listen  
Lesson 1.5 Analyzing Speeches  
Lesson 1.6 Speechmaking in the Public Realm  
Public Opinion  
Unit 1 Quiz

#### Learning Outcomes

- Explain classical and modern rhetorical devices.
- Recognize the influence of classical rhetoric in shaping Western thought.
- Analyze the ethical responsibilities that accompany freedom of speech.
- Develop and use listening skills to analyze and evaluate speeches.
- Apply knowledge and understanding of rhetoric to analyze speeches.
- Analyze how modern public address influences public opinion and policy in a democracy.



## Unit 2: What's the Occasion?

### Sections

- Lesson 2.1 Informative Speeches
- Lesson 2.2 Persuasive Speeches
- Lesson 2.3 Entertaining Speeches
- Lesson 2.4 Rhetorical Elements in Speeches
- Persuasive Idea Brainstorm – Fact, Value, and Policy
- Unit 2 Quiz

### Learning Outcomes

- Identify and analyze the characteristics of an informative speech.
- Identify and analyze the characteristics and different forms of a persuasive speech.
- Identify and analyze characteristics of entertaining speeches.
- Analyze and evaluate the rhetorical elements in models of informative, persuasive, and entertaining speeches.



## Unit 3: Where Are You Going with This?

### Sections

- Lesson 3.1 Choosing Speech Topics
- Lesson 3.2 Addressing the Needs of Your Audience
- Lesson 3.3 The Purpose of Your Speech
- Lesson 3.4 Analyzing Speech Models
- Topic Brainstorm – Creativity
- Unit 3 Quiz

### Learning Outcomes

- Select and limit topics for speeches considering interests, timeliness, and importance of the topic.
- Identify and analyze the audience and occasion as a basis for choosing speech strategies.
- Select and limit speech purpose.
- Analyze speech models to evaluate the topic, purpose, audience, and occasion.





## Unit 4: The Building Blocks

### Sections

Lesson 4.1 Organize and Design Your Speech  
Lesson 4.2 Building the Introduction and Conclusion  
Lesson 4.3 Monroe's Motivational Sequence  
Lesson 4.4 Speech Organization  
Lesson 4.5 Documenting Sources  
Analysis of Speech Using a Worksheet  
Unit 4 Quiz

### Learning Outcomes

- Apply knowledge of speech form to organize and design the body of your speech.
- Choose and develop an appropriate introduction and conclusion.
- Analyze the speech structure of Monroe's Motivated Sequence.
- Analyze and evaluate organization used in oral or written speech models.
- Organize and correctly document sources.



## Unit 5: Come Again?

### Sections

- Lesson 5.1 Appropriate Language
- Lesson 5.2 Rhetorical Devices
- Lesson 5.3 Enhancing Your Speech's Clarity
- Lesson 5.4 A Speaker's Style
- Analysis of a Speech Using a Worksheet
- Unit 5 Quiz

### Learning Outcomes

- Use informal, standard, and technical language appropriately.
- Use rhetorical and stylistic devices to achieve clarity, force, and aesthetic effect.
- Employ previews, transitions, summaries, signposts, and other appropriate rhetorical strategies to enhance clarity.
- Evaluate a speaker's style in oral and written speech models.





## Unit 6: Say It Like You Mean It

### Sections

Introduction  
Lesson 6.1 Learn Not to Be Nervous  
Lesson 6.2 Vocal Skills  
Lesson 6.3 Visual Supports  
Lesson 6.4 Interacting with the Audience  
Lesson 6.5 Speaking in Different Situations  
Selection of Visual Aids for a Speech  
Unit 6 Quiz

### Learning Outcomes

- Review techniques and strategies to reduce public speaking apprehension.
- Employ vocal skills to enhance presentations.
- Understand the impact of effective visual supports.
- Maintain a lively sense of interaction with an audience.
- Identify how to handle different speech positions and settings.



## Unit 7: What You See Is What You Get

### Sections

Lesson 7.1 Communication Strategies  
Lesson 7.2 Multicultural Interaction  
Lesson 7.3 Effective Critiques  
Lesson 7.4 Making Goals  
Persuasive Speech and Critique  
Unit 7 Quiz

### Learning Outcomes

- Use communication skills and strategies to interact and work effectively with others.
- Use interpersonal skills and strategies to interact effectively and responsibly in a multicultural context.
- Assess elements of effective speech critiques.
- Execute a public speech.
- Assess the effectiveness of your speech and set goals for improvement.

