



Course Syllabus



**Course Code:** EDL037

# Public Speaking

## Course Description

Does the thought of speaking in front of people makes you break out in hives? Maybe you want tips on how to make that first great impression? In both cases, Public Speaking may be just what you need. In this class you will learn from famous orators, like Aristotle and Cicero, how to communicate effectively, uphold your arguments, and effectively collaborate with others. You'll master the basics of public speaking through practice—such as building a strong argument and analyzing the speeches of others—eventually learning to speak confidently in front of large groups. Grab your notes and get ready to conquer public speaking!

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## Lesson 1: Introduction to Rhetoric

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### Lesson Summary

In this unit, you'll learn about the history of public speaking and rhetoric, including both Aristotle and Cicero's ideas on what makes a good rhetorical argument. You'll also begin to look at how to recognize rhetorical devices at work in the speeches of others and how to assess the effectiveness of an argument.

### Learning Objectives

- Explain what is meant by "rhetoric."
- Identify rhetoric as a particular form of utterance.
- Describe Aristotle's three rhetorical proofs.
- Explain how those proofs impact the persuasiveness of a speech.
- Describe Cicero's five canons of rhetoric as well as what each one refers to.



## Lesson 2: The Influence of Rhetoric

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### Lesson Summary

In this unit, you'll learn about how rhetoric influenced the development of democratic and republican political systems in ancient Greece and Rome, which in turn influenced the development of the modern world. You'll learn about how Hitler used rhetoric for destructive purposes during World War II, as well as how rhetoric has more recently been used to create hope in the American people by Martin Luther King Jr. and Barack Obama. You'll also begin learning how to recognize bias, prejudice, and propaganda, and how repetition can be used to create an emotional effect.

### Learning Objectives

- Explain how rhetoric influenced the development of the first democracy and the Roman Republic.
- Explain how the Roman Republic influenced the development of many other political systems throughout Europe and the rest of the world.
- Explain why Hitler's rhetoric was biased and illogical.
- Explain why Hitler's rhetoric was successful despite its biased and illogical nature.
- Define bias, prejudice, and propaganda.
- Identify some of the basic manipulative techniques used in advertising.
- Explain how an emotional effect can be created in a speech through repetition.



## Lesson 3: Listening & Analyzing

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### Lesson Summary

In this unit, you'll learn all about how to listen actively to speeches in order to analyze their form and content. You'll learn about the different types of public speech and their different characteristics and begin learning about how a speech is structured in order to create an emotional effect.

### Learning Objectives

- Define active listening.
- Demonstrate various strategies for active listening including repetition, note-taking, and mental imagery.
- Identify your own tendencies to distraction to guard against them.
- Describe the three different types of public speech and their characteristics.
- Explain the intention of each type of public speech.
- Deconstruct a speech to examine the purpose of each section.
- Explain how the structure of a speech can inspire emotions in the listener.



## Lesson 4: Speaking Strategies

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### Lesson Summary

In this unit, you'll learn all about planning speeches including how to identify the purpose of your speech, how to choose an appropriate subject and tone, and how to choose a persuasive angle.

### Learning Objectives

- Explain how the purpose of your speech affects subject and tone.
- Identify the purpose of your speech.
- Identify the audience's expectations and your own aims.
- Choose an appropriate subject and tone.
- Identify the persuasive angles of other people's speeches.
- Find your own persuasive angle.



## Lesson 5: Building an Argument

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### Lesson Summary

In this unit, you'll learn how to thoroughly research a topic in order to begin building a strong argument for a speech. This involves learning where to find information as well as how to assess the quality of that information, how to identify bias and vested interests, and how to analyze that information.

### Learning Objectives

- Explain the difference between a primary and a secondary source.
- Describe the different characteristics of studying, reading, and research.
- Describe the differences among various information sources.
- Assess the quality of a piece of information.
- Weigh pieces of factual evidence to come to a conclusion.
- Consider the implications of a piece of information.



## Midterm Exam

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### Learning Objectives

- Review information acquired and mastered from this course up to this point.
- Take a course exam based on material from the first five units in this course (Note: You will be able to open this exam only one time.)



## Lesson 6: Inductive & Deductive Reasoning

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### Lesson Summary

In this unit, you'll learn how to use both inductive and deductive reasoning, how to organize a strong argument using the Toulmin Method, and the various common organizational forms of speeches. By the end of this unit, you will know how to prepare a speech outline and be ready to move on to speech writing.

### Learning Objectives

- Define inductive and deductive reasoning.
- Demonstrate logical reasoning.
- Recognize an illogical or invalid argument.
- Structure an argument according to the Toulmin Method.
- Describe the various common organizational forms of speeches.
- Demonstrate how to choose an organizational form according to the purpose of your speech.
- Prepare a speech outline including an introduction, main body, and conclusion.



## Lesson 7: Speech Writing

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### Lesson Summary

In this unit, you'll learn all about writing speeches, including how to use the correct language register, how to use emotive language, and how to integrate specific literary techniques. By the end of the unit, you'll be ready to write your first well-argued and emotionally powerful speech.

### Learning Objectives

- Explain what “language register” means.
- Correctly choose a register to use.
- Describe the most important principles of speech writing.
- Describe the qualities Aristotle believed were essential in good speech writing.
- Use emotive language subtly.
- Avoid overly “loaded” and propagandist content.
- Use various literary techniques to create an emotional effect.
- Define “amplification” and “anaphora.”



## Lesson 8: Self-Efficacy & Self-Esteem

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### Lesson Summary

In this unit, you'll learn all about developing the two essential aspects of confidence: a sense of self-efficacy and self-esteem. You'll also learn about techniques to reduce your fear of public speaking, visual aids to enhance your presentations, and rehearsal strategies.

### Learning Objectives

- Define both self-efficacy and self-esteem.
- Demonstrate how to develop your sense of self-efficacy through achievable goals.
- Demonstrate how to develop your self-esteem by challenging negative perceptions.
- Demonstrate how to improve your confidence by “faking it.”
- Demonstrate how to control your thoughts and emotions using mindfulness techniques.
- Demonstrate how to use positive thinking and visualization techniques to control nerves.
- Describe various visual aids that can be used for a presentation and explain why and why to use them.
- Describe the three most important delivery techniques for a presentation and demonstrate how to practice them.



## Lesson 9: Body Language & Vocal Techniques

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### Lesson Summary

In this course, you will learn all about how to use body language effectively as well as how to avoid common body language pitfalls, how to develop a strong vocal technique, and how to effectively engage with your audience.

### Learning Objectives

- Define “body language.”
- List some of the behaviors that commonly signal deception and nervousness.
- Explain why nervousness can be fatal to rhetorical speech.
- Define “resonance.”
- Explain how to use body language effectively in a public speech.
- Explain how to use pauses effectively in a public speech.
- Explain how to effectively interact with the audience during a public speech



## Lesson 10: Speech Evaluation

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### Lesson Summary

In this unit, you will learn how to critically evaluate the speeches of others in terms of their purpose, presentation, organization, argument, introduction and conclusion, word choice and literary techniques. You'll also learn how to stand back and critically examine your own work in order to identify areas for improvement.

### Learning Objectives

- Determine the success of a speech in terms of its purpose.
- Determine the success of the presentation of a speech, including the appearance of a speaker and his/her vocal technique, body language, and visual aids.
- Determine the success of the organization of a speech.
- Determine the success of the argument of a speech.
- Determine the success of a speech's introduction and conclusion.
- Determine how well written a speech is and how appropriate to its purpose.
- Critically examine your own work.
- Identify areas of strength and areas for improvement in your own work.



## Final Exam

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### Learning Objectives

- Review information acquired and mastered from this course up to this point.
- Take a course exam based on material from units six to ten in this course – the last five units. (Note: You will be able to open this exam only one time.)