

**Cincinnati Christian University**  
**Foster School of Biblical Studies, Arts & Sciences**

**SPCH 110 06 Public Speaking – Section 6**

Semester: Fall 2018  
Credit: 3 Semester Hours

Time: 9:00-9:50 a.m. MWF  
Instructor: Dan Lang

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**Course Rationale:**

The college student who is able to speak effectively in public settings will have a great advantage. Oral presentations comprise a fair number of the assignments in many courses. Classroom discussions and some campus activities require voicing information and views by students. In addition, nearly every profession and many of life's circumstances depend on competence in conveying ideas through the spoken word. More than anything else, Christians rely on oral communication to share the gospel message. This course is designed to increase experience and competence in public speaking.

**Course Description:**

An introductory public speaking course designed to help students become informed and effective communicators and receivers of communication. It provides instruction and practice in research, organization of information, logical thinking, persuasion, and written oral presentation.

**Arts & Sciences Departmental Outcomes**

- CCU's Arts & Sciences program is designed to prepare students to
1. communicate effectively in both oral and written forms in a variety of rhetorical contexts, including Standard English,
  2. adeptly utilize modern research and writing tools,
  3. identify decisive events and ideas in the human experience and assess their influences on modern culture and thought,
  4. employ critical and creative thinking and mathematic and scientific principles for problem solving, literary and socio-cultural analysis, intercultural understanding, and research in the sciences and humanities,
  5. demonstrate the integration of academic insights and experiences by constructing and employing a personal

framework in which ethical decisions can be made in light of societal values and a Christian worldview.

### **Course Objectives:**

Students who satisfactorily complete the course should be able to:

1. Organize their thoughts into logical communication.
2. Plan their oral communication according to different audiences and purposes.
3. Prepare and deliver oral presentations with assigned form and content.
4. Deliver speeches with increased confidence, clarity, and effectiveness of purpose.
5. Evaluate oral presentations for improved effectiveness.

All the course objectives are connected to Arts & Sciences Learning Outcome #1.

### **Course Text:**

*Secrets of Dynamic Communication* by Ken Davis, W Publishing Group: An Imprint of Thomas Nelson, 2013.

**Disability Services:** Students who require academic accommodations due to any documented physical, psychological, or learning disability should request assistance from the Student Services Department within the first two weeks of class. The Student Services Department is located on the upper level of the Presidents Hall. You may also contact the office by phone (244-8150).

### **Course Agenda:**

August

- 27 Introduction to Public Speaking  
29 **Talk #1:** Share a personal experience and a lesson learned from it  
31 **Talk #1:** Share a personal experience and a lesson learned from it

September

- 3 NO CLASS, Labor Day  
5 Differences Between a Speaker and a Communicator (**Chapter 13**)  
7 Audience and Formula for Testimonies and Commercials (**Chapter 8**)

- 10 Audience
- 12 **Talk #2:** Commercials
- 14 **Talk #2:** Commercials
  
- 17 Purpose (**Chapters 1 and 2-questions: 1-5**)
- 19 Purpose (**Chapter 3-questions: 1-3**)
- 21 Selecting a Topic (**Personal Testimony manuscript due**)
  
- 24 Organizing a Speech (**Chapter 4-questions: 1-3**)
- 26 **Talk #3:** Personal Testimonies
- 28 **Talk #3:** Personal Testimonies

October

- 1 **Talk #3:** Personal Testimonies
- 3 Speaking to Inform
- 5 FALL BREAK-NO CLASS
  
- 8 Introductions (**Chapter 6-questions: 1-2**)
- 10 Conclusions (**Chapter 11**)
- 12 Storytelling and Drama (**Inform Outlines due**)
  
- 15 Supporting Ideas, Illustrations, and Resources (**Chapters 7 & 12**)
- 17 **Talk #4:** Tell a story to Persuade
- 19 **Talk #4:** Tell a story to Persuade
  
- 22 Delivery (**Chapters 9-questions: 1-3**)
- 24 Delivery (**Chapter 10**)
- 26 EXAM
  
- 29 Speaking to Persuade
- 31 **Talk #5:** Speech to Inform

November

- 2 **Talk #5:** Speech to Inform
  
- 5 **Talk #5:** Speech to Inform (**Persuade Outlines due**)
- 7 **Talk #5:** Speech to Inform
- 9 **Talk #5:** Speech to Inform
  
- 12 Bible Messages
- 14 **Talk #6:** Speech to Persuade
- 16 ICOM – NO CLASS
  
- 19 THANKSGIVING BREAK-NO CLASS

- 21 THANKSGIVING BREAK-NO CLASS  
23 THANKSGIVING BREAK-NO CLASS
- 26 **Talk #6:** Speech to Persuade (**Bible talk outlines due**)  
28 **Talk #6:** Speech to Persuade  
30 **Talk #6:** Speech to Persuade

December

- 3 **Talk #6:** Speech to Persuade  
5 **Talk #7:** Bible Message  
7 **Talk #7:** Bible Message
- 10 **Talk #7:** Bible Message  
12 **Talk #7:** Bible Message  
14 **Talk #7:** Bible Message

17-20 FINALS

### **Course Assignments:**

\* Read chapters from the Course Text, *Secrets of Dynamic Communication*, according to the dates they are assigned in the Course Agenda. Be ready to discuss the content of the assigned reading. Respond to the review questions provided below in the last section of this syllabus in a **Microsoft Word or Google document** and **submit through Canvas** before class begins on the dates assigned in the Course Agenda. If you have questions about how to submit, please call the Canvas helpdesk at: 855-976-8718, as they are open 24/7/365.

\* Each student will present seven talks in class according to the procedures and guidelines taught in this course:

1. Share a personal experience and one lesson learned from it. These will be presented on the assigned date for each student. (3 minutes maximum)
2. Prepare a live commercial on any fictional or non-fictional subject, product, or service that is in keeping with biblical guidelines of decency and morality. These will be presented at the assigned date for each student. (3 minutes maximum)
3. Share your personal testimony. **A manuscript (a typed, word-for-word copy of your testimony)** is required for the professor's review in

advance according to the date in the Course Agenda. Manuscripts are to be **submitted through Canvas as a Microsoft Word or Google document**. The testimonies will be presented on the assigned date for each student. (3 minutes maximum)

4. Tell a story with the purpose to persuade. These stories will be presented on the assigned date for each student. (3 minutes maximum)
5. Present a speech to inform. **Typed outlines** of your speech are due according to the date in the Course Agenda. Outlines are to be **submitted through Canvas as a Microsoft Word or Google document**. Speeches will be delivered on the assigned date for each student. (6-10 minutes)
6. Present a speech to persuade. **Typed outlines** of your speech are due according to the date in the Course Agenda. Outlines are to be **submitted through Canvas as a Microsoft Word or Google document**. Speeches will be delivered on the assigned date for each student. (6-10 minutes)
7. Present a Bible message. **Typed outlines** of your speech are due according to the date in the Course Agenda. Manuscripts are to be **submitted through Canvas as a Microsoft Word or Google document**. Speeches will be delivered on the assigned date for each student. (6-10 minutes)

\* Each student will participate in class discussions of lecture and reading material, small group discussions, as well as evaluations of speeches presented in class.

### **Grading:**

Class participation	10%
Reading review questions	5%
Talk #1	5%
Talk #2	5%
Talk #3+manuscript	5%
Talk #4	5%
Talk #5+outline	20%
Talk #6+outline	20%
Talk #7+outline	15%
Exam	10%

### **Course Policies:**

1. Each absence will result in a lowered class participation grade. **SEVEN absences for ANY reason** (including sports or school sponsored events) will result in dismissal from the class (FA grade). Students absent for school sponsored events may complete additional assignments to improve their participation grade. **Tardiness or leaving the classroom prematurely** will result in a lowered participation grade.
2. Assignments are to be ready by the beginning of class time of the due date according to the Course Agenda or the professor's instruction. As a rule, late work will not receive credit. **Speeches must be presented on the date the professor assigns** for each student. Students may not trade speaking times with other students. If extreme circumstances cause a schedule conflict, the student must consult the professor prior to the due date.
3. **Students are responsible** for all materials and assignments presented in class. If a student is absent or does not understand an assignment, it is the student's responsibility to acquire the information from the professor or classmates.
4. All phones, beepers, alarms, audio/video and communication devices must be turned off or silenced during class. Playing electronic/computer games, browsing, texting, emailing, listening to music, using social media, or sleeping during class results in a zero participation grade for the day and counts as an absence. Computers/tablets/phones may be used for taking notes and student presentations.
5. Respect for fellow-students, guests, and the professor will be shown at all times. Disrespect will result in lowered participation grade and might incur discipline.
6. The Policy on Academic Integrity of CCU applies.
7. The professor reserves the right to change or amend anything in the course, schedule, assignments, or grading procedures.

### Review Questions:

#### Chapters 1 & 2

1. "Communication is not about you or what people will think about you or how well you will perform." What is the aim of communication?
2. The speaker needs to focus on a single \_\_\_\_\_.
3. "If you aim at nothing, you will \_\_\_\_\_."
4. What are three considerations when choosing your subject?
5. What is the value of developing a central theme?

### Chapter 3

1. What is a proposition?
2. What are the two kinds of propositions? Give an example of each.
3. What is a key word? Give five examples of a key word.

### Chapter 4

1. The rationale of your speech must correspond to your \_\_\_\_\_.
2. What is wrong with the following outline or rationale?
  - a. Fact #1: It is rare.
  - b. Fact #2: It is valuable.
  - c. Fact #3: Handle it carefully.
3. What four considerations must you keep in mind when selecting resources?

### Chapter 6

1. List four objectives of an introduction?
2. What are four characteristics of a poor conclusion?

### Chapter 9

1. Why is appearance important for the speaker?
2. When addressing a public assembly and trying to maintain good eye contact, what does Ken Davis mean by "speak to the individual?"
3. What role does your face play in expressing your message?