

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

**SPCH 110 01 Public Speaking (Section 1)**

Semester: Spring 2015  
Credit: 3 Semester Hours  
Office: 513-251-2232

Time: 11:00-11:50 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 oral presentation.

**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.

**Course Text:**

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

**Course Agenda:**

January	21	Introduction to Public Speaking
	23	<b>Talk #1: Share a personal experience and a lesson learned from it</b>
	26	Differences Between a Speaker and a Communicator ( <b>Chapter 13</b> )
	28	Audience and Formula for Testimonies and Commercials ( <b>Chapter 8—questions: 1-2</b> )
	30	Audience and Purpose ( <b>Chapters 1 &amp; 2—questions: 1-7</b> )
February	2	Purpose ( <b>Chapter 3—questions: 1-3</b> )
	4	Purpose
	6	<b>Talk #2: Commercials</b>
	9	Selecting a Topic ( <b>Personal Testimony manuscript due</b> )
	11	Organizing a Speech ( <b>Chapter 4—questions: 1-3</b> )
	13	Speaking to Inform ( <b>Chapter 6—questions: 1-2</b> )
	16	<b>Talk #3: Personal Testimonies</b>
	18	<b>Talk #3: Personal Testimonies</b>
	20	Introductions ( <b>Chapter 11</b> )

	23	Conclusions
	25	Supporting Ideas, Illustrations, and Resources ( <b>Chapters 7 &amp; 12</b> )
	27	Supporting Ideas, Visual aids
March	2	Storytelling ( <b>Inform Outlines due</b> )
	4	<b>Talk #4: <i>Story to Persuade</i></b>
	6	Delivery ( <b>Chapters 9—questions: 1-3</b> )
	9	SPRING BREAK—NO CLASS
	11	SPRING BREAK—NO CLASS
	13	SPRING BREAK—NO CLASS
	23	Delivery ( <b>Chapter 10</b> )
	25	Speaking to Persuade
	27	EXAM
April	30	Guest Speaker
	1	Small Group Skills
	3	EASTER RECESS—NO CLASS
	6	<b>Talk #5: <i>Speech to Inform</i> (Persuade Outlines due)</b>
	8	<b>Talk #5: <i>Speech to Inform</i></b>
	10	<b>Talk #5: <i>Speech to Inform</i></b>
	13	Preparing Bible Messages
	15	<b>Talk #6: <i>Speech to Persuade</i></b>
	17	<b>Talk #6: <i>Speech to Persuade</i> (Bible Manuscripts due)</b>
	20	<b>Talk #6: <i>Speech to Persuade</i></b>
	22	COMMUNITY SERVICE DAY—NO CLASS
	24	Interpersonal Skills
	27	TBA
	29	TBA
May	1	<b>Talk #7: <i>Bible Message</i></b>
	4	<b>Talk #7: <i>Bible Message</i></b>
	6	<b>Talk #7: <i>Bible Message</i></b>
	8	Impromptu fun!
	11-14	FINAL EXAM

#### Course Assignments:

- Read chapters from the Course Text, *Secrets of Dynamic Communication*, as they are assigned in the Course Agenda. Be ready to discuss the content of the assigned reading. Submit **TYPED** answers to the **assigned review questions for each chapter** at the beginning of class on the date indicated in the Course Agenda. **Review questions are provided below in the last section of this syllabus. No handwritten responses accepted.**
- 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. The testimonies will be presented on the assigned date for each student. (3 minutes maximum)
  4. *Present a speech to inform.* Typed **outlines** of your speech are due according to the date in the Course Agenda. Speeches will be delivered on the assigned date for each student. Students may use media slides. (6-10 minutes)
  5. *Present a speech to persuade.* Typed **outlines** of your speech are due according to the date in the Course Agenda. Speeches will be delivered on the assigned date for each student. Students may use media slides. (6-10 minutes)
  6. *Present a bible message.* **Manuscripts (a typed, word-for-word copy of your presentation)** are due according to the date in the Course Agenda. Speeches will be delivered on the assigned date for each student. Students may use media slides. (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	5%
Talk #4	5%
Talk #5+outline	15%
Talk #6+outline	15%
Talk #7+manuscript	15%
Exam 1	10%
Final 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). **Tardiness 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 a grade. **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.
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, or sleeping during class results in a zero participation grade for the day and counts as an absence. Computers/tablets may be used for taking notes and student presentations.
5. The Policy on Academic Integrity of CCU applies.
6. The professor reserves the right to change or amend anything in the course, schedule, assignments, or grading procedures.

## Review Questions:

### Chapter 8

1. Why is it important to always keep the audience in mind?
2. List four ways to involve your audience.

### 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. What is the secret to dynamic communication?
3. The speaker needs to focus on a single \_\_\_\_\_.
4. "If you aim at nothing, you will \_\_\_\_\_."
5. What are three considerations when choosing your subject?
6. What is the value of developing a central theme?
7. List five possible central themes for the subject "Social Media."

### 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. What are the objectives of an introduction?
2. What are the 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?