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CAREER & ELECTIVE COURSES



ARTS, A/V TECHNOLOGY, & COMMUNICATIONS

Public Speaking 1a

Introduction

Course Syllabus



Public Speaking 1a: Introduction

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 1a: Introduction may be just what you need. In this course, you will learn from famous orators, like Aristotle and Cicero, understand the influence of rhetoric, and discover how to recognize bias, prejudice, and propaganda. You will also learn how to plan a speech, build an argument, and communicate effectively, while collaborating with others. Grab your notes and get ready to conquer public speaking!

Course Code: EDL128

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Unit 1: Introduction to Rhetoric

Unit 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



Unit 2: The Influence of Rhetoric

Unit 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



Unit 3: Listening & Analyzing

Unit 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



Midterm Exam

Learning Objectives

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



Unit 4: Speaking Strategies

Unit 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



Unit 5: Building an Argument

Unit 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



Final Exam

Learning Objectives

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