Public Speaking and Oral Communication

Graduate Credit Program in Business Administration, Spring 2010

Instructor: Dr. Bennett Yu-Hsiang Fu 傅友祥(臺大文學院外語系副教授)
Schedule: Tue. 19:00-21:45
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Office Hours: by appointment for time and location

Course Description

Other than its discursive normality, how can public speaking be an artistic act? If such act entails a creative process, are there strategies for any public speaker to convey ideas not only in a comprehensible manner but also in an interesting, animating fashion? What are other complications when language makes the challenge even more stupendous? In other words, what are the challenges of public speaking for ESL students using English on a formal or informal occasion? Before we know how to speak, we need to learn how to listen. This course, therefore, develops from the two principles: expressing your thoughts and understanding other voices. Throughout the semester, we will explore various forms of speaking through pair and small-group activities, so you will test your ability of public speaking in activities such as role play, impromptu speech and debate, poetry recital, and group projects. Public speaking in the business world has another discourse: succinct briefing and to-the-point presentation. Throughout the semester, we will as well develop students’ presentation skills: what to say and what to avoid. We will have various topics to discuss from the textbook Further Communication Strategies (each week with a specific topic) with the extended elaborations or related activities (indicated as “in-class activity” in the weekly schedule) in the following week. Participation and attendance are obligatory as part of your performance will be assessed by other members.

Required Textbooks

Further Communication Strategies by David Paul (version and level to be decided)

Prerequisites

As the entire course is conducted in English and students are asked to perform based on their communication skills in English, the interested students need to have a good command of English or, at least, feel comfortable with the English environment. Many in-class activities entail impromptu speech and debate.
Grading

In-class Performance and Participation: 40%
Mid-term Project (alternative for the mid-term exam): 20%
Attendance: 10%; Self-Evaluation: 10%
Final Presentation: 20% (10% evaluated by the instructor and 10% by students)

Weekly Schedule

Week 1: Introduction
Week 2: FCS 2 (Money)
Week 3: In-class activity (presentation skills)
Week 4: FCS 4 (Education)
Week 5: In-class activity (public speaking theory/practice)
Week 6: FCS 6 (Environment)
Week 7: In-class activity (discourse analysis)
Week 8: Midterm presentation
Week 9: FCS 13 (Economics)
Week 10: In-class activity (impromptu speech I)
Week 11: FCS 10 (Happiness)
Week 12: In-class activity (impromptu speech II)
Week 13: FCS 12 (Globalization)
Week 14: Project presentation I
Week 15: Project presentation II

Instructor’s Bio

Dr. Bennett Yu-Hsiang Fu is Associate Professor in the Department of Foreign Languages and Literatures at National Taiwan University. He received his M.A. in English and American Literature from the University of Rochester (U.S.A.) and Ph.D. in English Studies from the University of Montreal in Canada. Before joining NTU, he had taught academic writing and literature at both University of Montreal and Concordia University in Montreal. Apart from his specializations of teaching and research in Canadian Literature, Contemporary American Literature, and Asian North American Literature, he enjoys teaching courses related to public speaking and cultural communication. He has delivered papers, formally and informally, at more than 20 international conferences and participated in non-academic business shows. Pertaining to the new course offering in the Business Administration curriculum, he has taught courses and offered ateliers such as English Pronunciation and Conversational English (1997-2004) at the University of Montreal; Oral Training and Oral-Aural Training (2005-present) in the Department of Foreign Languages and Literatures at National Taiwan University.