

SEMESTER AT SEA COURSE SYLLABUS

Colorado State University, Academic Partner

Voyage:	Fall 2019
Discipline:	Communication Studies
Course Number and Title:	SPCM 200 Public Speaking (Focus: Global Advocacy)
Division:	Lower
Faculty Name:	Ingrid Bianca Byerly
Semester Credit Hours:	3

Prerequisites: None

COURSE DESCRIPTION

This course introduces students to the practical and theoretical elements of effective public speaking and advocacy. Focus is given to oral communication skills, (both in larger audience venues and smaller interactive exchanges), effective crafting of presentation content, convincing organization of material, and skilled delivery of presentations. Emphasis is also given to human and physical dimensions of the communication process; vocal intonation and rhythm, body behavior, global audience evaluations, self-awareness and control. Students identify techniques for minimizing distractions, developing confidence in presentation and interaction situations, and analyzing informational requirements.

At the base of our scholarly mission will lie the intention of *learning to advocate for global and humanitarian causes* that are important to us, and which speak to our consciences and compassions. Semester at Sea presents students with unique and unusual opportunities to not only learn about humanitarian challenges globally, but also to find their voice in advocating for those causes. This course serves to assist in that process, so that individuals lose their fear of public speaking in favor of finding their voices in the interest of human empathy. A critical component for students, who will invariably be exposed to an increasingly international milieu in their careers, will be the awareness of audience variations, respect for global considerations, and the mastering of intercultural communication skills. We also analyze historically significant or influential speeches that have had a political or social impact on the societies we interact with, especially societies in transition or crisis. We dissect debates and explore the public fields and careers in which speechmaking and communications are central to success.

LEARNING OBJECTIVES

1. Understand the importance of effective public speaking, communication and advocacy in personal, social, professional and philanthropic environments.
2. Investigate and master the spectrum of practical and theoretical elements that contribute to the skills of the effective public speaker.

3. Achieve mastery over speaking anxiety, and control over physical and psychological techniques of presentations.
4. Consider the importance of listening skills and audience considerations in effective speaking and communication.
5. Explore and practice the craft of effective speechwriting.
6. Analyze and articulate the components and features of successful and influential speeches and speech genres (historical and contemporary).
7. Participate in various class exercises and presentations geared towards effective communication and advocacy.
8. Be receptive to the communications and speaking/lecturing/dosent styles of on-ship and port communications, lecturers and guides.
9. Become aware of global causes that you would like to advocate for as an influential public speaker.
10. Present a final 'TED'-style talk.

REQUIRED TEXTBOOKS

AUTHOR: Raymond Ross and Diana Leonard
TITLE: Introduction to the Speechmaking Process
PUBLISHER: BVT Publishing
ISBN #: 978-1-61882-595-7
DATE/EDITION: 2012 (14th edition, any format)

TOPICAL OUTLINE OF COURSE

Depart Amsterdam, The Netherlands — September 9

B1—September 12:

Topic: Introduction to Public Speaking. Syllabus and course expectations.

Practicum: Personal Introductions (In-seat)

Text Assignment: Ross and Leonard Chp 1 Public Speaking and Communication

B2—September 14:

Topic: The art of focus on Subject, not Self.

Practicum: 'Best and Worst' exercise (at Podium)

Gdansk, Poland — September 15-20

NOTE! Field Day for this Class: Day 2, Monday, 16 September

B3—September 22:

Topic: Conviction, Pitching Advocacy in speaking

Short Practicum: Presenting a brief, single-phrase pitch

Viewing: Julian Treasure: How to speak so that people will listen

https://www.ted.com/talks/julian_treasure_how_to_speak_so_that_people_want_to_listen?language=en

Evening assignment: Professional Introductions: (Interview with Partners)
Text Assignment: Ross and Leonard Chp 2 Critical Listening

B4—September 24:

Topic: The Art of Interviewing and Formal introductions
Practicum: Professional Introductions
Text Assignment: Ross and Leonard Chp 3. Know Your Audience

Lisbon, Portugal — September 26-28

Cadiz, Spain — September 29 - October 1

B5—Oct 2:

Topic: Transformational Historical and Political Speeches
Elizabeth 1 speech in 1588 to troops at Tilbury Camp before defeat of Spanish Armada.
Also Gandhi, Martin Luther King, Mandela, Churchill
Practicum: Presentation of three TEDx subject options (with Voting Process)
Viewing: TEDx on influential historical speeches
The 7 greatest speeches: <https://www.youtube.com/watch?v=i0a61wFaF8A>
And Greatest 20thC speeches: <https://www.youtube.com/watch?v=5110UES-QzE>

B6—October 4:

Topic: Obstacles to communication and effective public speaking (1)
Practicum: Own examples (1)
Viewing: King's Speech 1
Text Assignment: Ross and Leonard Chp 4 Preparing Your Speech

Dubrovnik, Croatia — October 6-10

B7—October 11:

Topic: Obstacles to communication and effective public speaking (2)
Practicum: Own examples (1)
Viewing 2: King's Speech 2

B8—October 13:

Topic: Articulation of historical 'SpeechWritten' Presentation
Practicum: Allocation and Presentation of 'Great Speech'
Text Assignment:
 Ross and Leonard Chp 5. Organizing your Speech and
 And Chp 6: Making your Outline (started)

Casablanca, Morocco — October 15-20

B9—October 21:

Topic: Entertainment and Humor in Speechmaking
Practicum: Relation of either a piece of humor (joke?) or 'incident' of humor/comedian.

Viewing: Positive Psychologist Shawn Achor

https://www.ted.com/talks/shawn_achor_the_happy_secret_to_better_work?referrer=playlist-the_funniest_ted_talks#t-44423

Text Assignment: (Chp 6 completed)

B10—October 23:

Topic: VOICE as Instrument and Communicator 1

Viewing:

Hefele: Polyphonic Overtones: <https://www.youtube.com/watch?v=vC9Qh709gas>

Dimash: SOS <https://www.youtube.com/watch?v=eyUu2ZS4VBA>

And Opera 2 <https://www.youtube.com/watch?v=anKmU1J0I9g>

Text Assignment:

Ross and Leonard Chp 7 Attention to Language

B11—October 26:

Topic: VOICE 2

Practicum: 'Favorite Things' microphone exercise 1.

Text Assignment:

Ross and Leonard Chp 8 Delivering Your Speech

Tema, Ghana — October 28-30

Takoradi, Ghana — October 31 – November 1

B12— Nov 3:

Topic: VOICE 3

Practicum: 'Favorite Things' microphone exercise 2.

B13—November 5:

Topic: Rehearsal Strategies

Assignment: PRESENTATION PRACTICE

B14—November 7:

TEDx PRESENTATIONS 1

Practicum: Constructive Critique and Positive Feedback

B15—November 9:

Practicum: TEDx PRESENTATIONS 2

Practicum: Constructive Critique and Positive Feedback

Assignment: Consideration and Prep for Chapter Presentation

Salvador, Brazil — November 10-15

B16—November 17:

Topic: Alternative Approaches to Communication (Music Art, Poetry, Comedy, Performance)

Practicum: Searching for Sugarman 1

Text Assignment: Ross and Leonard Chp 11 Persuasive Speeches

Evening Prep: Chapter Lecture

B17—November 19:

Topic: Alternative Approaches to Communication 2 (Music, Art, Poetry, Comedy, Performance)
Demonstration)

Practicum: Searching for Sugarman 2

Text Assignment: Ross and Leonard Chp 12 Reason and Logic in Speeches

B18—November 22:

Topic: Alternative Approaches to Communication 3 (Music, Art, Poetry, Comedy, Performance)

Practicum: Chapter Lecturing)/Presentation/Demonstration

Text Assignment: Ross and Leonard Chp 13 Special Occasions

Port of Spain, Trinidad and Tobago — November 24**B19—November 25:**

Topic: Pitching Products.Purpose/Passion

Practicum: Chapter Lecturing)/Presentation

Assigned Prep: Consider Philanthropy Pitch

B20—November 27:

Topic: Convincing Pitches and Sells

Practicum: Philanthropy Pitches

Text Assignment: Ross and Leonard Chp 9 Visual Aids

B21—November 30:

Topic: Philanthropy Pitch Selection and

The Effective and Ineffective Use and Abuse of Visual Aids

Practicum:

Viewing: 1. Wooten: <https://www.youtube.com/watch?v=2zvW9arAZ0>

2. Applebaum:

https://www.ted.com/talks/mark_applebaum_the_mad_scientist_of_music?language=en

Text Assignment: Ross and Leonard Chp 14-Group Communications

Guayaquil, Ecuador — December 2nd**B22—December 8: TBA****B23—December 10:**

Topic: Reflections of own performances – then and now

Practicum: Relation of own performances – then and now

Puntarenas, Costa Rica — December 11-15**B24—December 17**

Course review, Certificates, acceptance Speeches

B25—December 19: Final Exam

Arrive San Diego, California – December 23

FIELD WORK

Semester at Sea field experiences allow for an unparalleled opportunity to compare, contrast, and synthesize the different cultures and countries encountered over the course of the voyage. In addition to the one field class, students will complete independent field assignments that span multiple countries.

Field Class & Assignment

The field class for this course will be on **September 16th** in Gdansk, Poland.

Field Class attendance is mandatory for all students enrolled in this course. Do not book individual travel plans or a Semester at Sea sponsored trip on the day of your field class. Field Classes constitute at least 20% of the contact hours for each course, and are developed and led by the instructor.

Field Site Port: Gdansk, Poland

16th September (Day 1 in Port)

A city exploration with guide will lead us to the Solidarity Center, where students will engage in a tour with an allocated docent of the Center (details to be finalized).

Independent Field Assignments

Students will keep a Communications Journal, reflecting on communication styles not only with peers and professors on the ship, but particularly with individuals, groups and field-trip leaders they meet in ports. An important part of the journal will be the 'Memorable Quotation' section, in which they record particularly note-worthy phrases overheard in both everyday communications, class presentations and media viewings.

These journals, together with an introductory 'Mission Statement,' Reading Summaries and conclusionary 'Final Reflection' will serve as the bulk of the comprehensive Portfolios they submit at the end of the journey.

METHODS OF EVALUATION

- Class Attendance and Participation : Reading reflections and peer presentation feedbacks (100 points)
- Short exercises and presentations in class (100 points)
- Final 'TED' talk (100 points)
- Field Lab (participation and write-up) (100 points)
- Final Portfolio with introductory Mission Statement, Reading Summaries, Field Journal and concluding Final Reflection (100 points)

The total number of your points (out of 500) will be divided by five to determine your percentage.

GRADING SCALE

The following Grading Scale is utilized for student evaluation. Pass/Fail is not an option for Semester at Sea coursework. Note that C-, D+ and D- grades are also not assigned on Semester at Sea in accordance with the grading system at Colorado State University (the SAS partner institution).

Pluses and minuses are awarded as follows on a 100% scale:

<u>Excellent</u>	<u>Good</u>	<u>Satisfactory/Poor</u>	<u>Failing</u>
97-100%: A+	87-89%: B+	77-79%: C+	Less than 60%: F
93-96%: A	83-86%: B	70-76%: C	
90-92%: A-	80-82%: B-	60-69%: D	

ATTENDANCE/ENGAGEMENT IN THE ACADEMIC PROGRAM

Attendance in all Semester at Sea classes, including the Field Class, is mandatory. Students must inform their instructors prior to any unanticipated absence and take the initiative to make up missed work in a timely fashion. Instructors must make reasonable efforts to enable students to make up work which must be accomplished under the instructor's supervision (e.g., examinations, laboratories). In the event of a conflict in regard to this policy, individuals may appeal using established CSU procedures.

LEARNING ACCOMMODATIONS

Semester at Sea provides academic accommodations for students with diagnosed learning disabilities, in accordance with ADA guidelines. Students who will need accommodations in a class, should contact ISE to discuss their individual needs. Any accommodation must be discussed in a timely manner prior to implementation.

A letter from the student's home institution verifying the accommodations received on their home campus (dated within the last three years) is required before any accommodation is provided on the ship. Students must submit this verification of accommodations to academic@isevoyages.org as soon as possible, but no later than two months prior to the voyage. More details can be found within the Course Registration Packet, as posted to the [Courses and Field Classes page](#) no later than one month prior to registration.

STUDENT CONDUCT CODE

The foundation of a university is truth and knowledge, each of which relies in a fundamental manner upon academic integrity and is diminished significantly by academic misconduct. Academic integrity is conceptualized as doing and taking credit for one's own work. A pervasive attitude promoting academic integrity enhances the sense of community and adds value to the educational process. All within the University are affected by the cooperative commitment to academic integrity. All Semester at Sea courses adhere to this Academic Integrity Policy and Student Conduct Code.

Depending on the nature of the assignment or exam, the faculty member may require a written declaration of the following honor pledge: "I have not given, received, or used any unauthorized assistance on this exam/assignment."

RESERVE BOOKS FOR THE LIBRARY

None

FILM REQUEST

Title of Film: The King's Speech
Distributor: Weinstein

ELECTRONIC COURSE MATERIALS

TEDx Talks:

Chris Anderson:

https://www.ted.com/talks/chris_anderson_teds_secret_to_great_public_speaking?language=en

Ken Robinson:

https://www.ted.com/talks/ken_robinson_says_schools_kill_creativity?language=en

Elizabeth Gilbert: https://www.ted.com/talks/elizabeth_gilbert_on_genius?language=en

Julian Treasure:

https://www.ted.com/talks/julian_treasure_how_to_speak_so_that_people_want_to_listen?language=en

Neill: <https://www.youtube.com/watch?v=w82a1FT5o88>

Great speeches of history: <https://www.youtube.com/watch?v=i0a61wFaF8A>

Greatest 20thC speeches: <https://www.youtube.com/watch?v=5110UES-QzE>

Shawn Achor:

https://www.ted.com/talks/shawn_achor_the_happy_secret_to_better_work?referrer=playlist-the_funniest_ted_talks#t-44423

Hefele: Polyphonic Overtones: <https://www.youtube.com/watch?v=vC9Qh709gas>

Dimash: SOS <https://www.youtube.com/watch?v=eyUu2ZS4VBA>

Dimash: Opera 2 <https://www.youtube.com/watch?v=anKmU1J0I9g>

Wooten: <https://www.youtube.com/watch?v=2zvJW9arAZ0>

Applebaum:

https://www.ted.com/talks/mark_applebaum_the_mad_scientist_of_music?language=en

Urban:

https://www.ted.com/talks/tim_urban_inside_the_mind_of_a_master_procrastinator?language=en

Senghor: <https://www.youtube.com/watch?v=GtXyGFMBWBs>

Cuddy: https://www.ted.com/talks/amy_cuddy_your_body_language_shapes_who_you_are

Simard:

https://www.ted.com/talks/suzanne_simard_how_trees_talk_to_each_other?language=en

Cain: <https://www.youtube.com/watch?v=c0KYU2j0TM4>

Brown: https://www.ted.com/talks/brene_brown_on_vulnerability

Smith: https://www.ted.com/talks/clint_smith_the_danger_of_silence?language=en

Rowlings: <https://www.youtube.com/watch?v=wHGqp8lz36c>

Jobs: <https://www.youtube.com/watch?v=UF8uR6Z6KLc&t=470s>

ADDITIONAL RESOURCES

None