The Art of Public Speaking

2020

Contents

Introduction

Demonstration

1
Teaching Objectives

2
Teaching Procedures & Assessment

3
Teaching Highlights

Part 1

Teaching Objectives

- University information
- Target students
- Objectives of
  - Course
  - Unit
  - Demonstration

Medical University

◆ Professional competency

◆ Humanistic qualities

Language proficiency:

- Intermediate level
- Medical English

Public speaking skills in medical contexts

Career prospects:

- Medical
- International
- Spokespersons
- Copywriters
- Secretaries
- Executives
- Public health

Speaking Confidently and Ethically

Critical thinking skills

1

A patriotic & cosmopolitan outlook

3

Autonomous & cooperative learning abilities

2

Moral sense & public spirit

4

- Realize the significance of confidence & ethics in speechmaking

- Identify and apply the four ethical speaking guidelines

- Master the techniques of overcoming stage fright

- Heighten ethical sensibility towards life and society

■ Realize the significance of confidence & ethics in speechmaking

■ Identify and apply the four ethical speaking guidelines

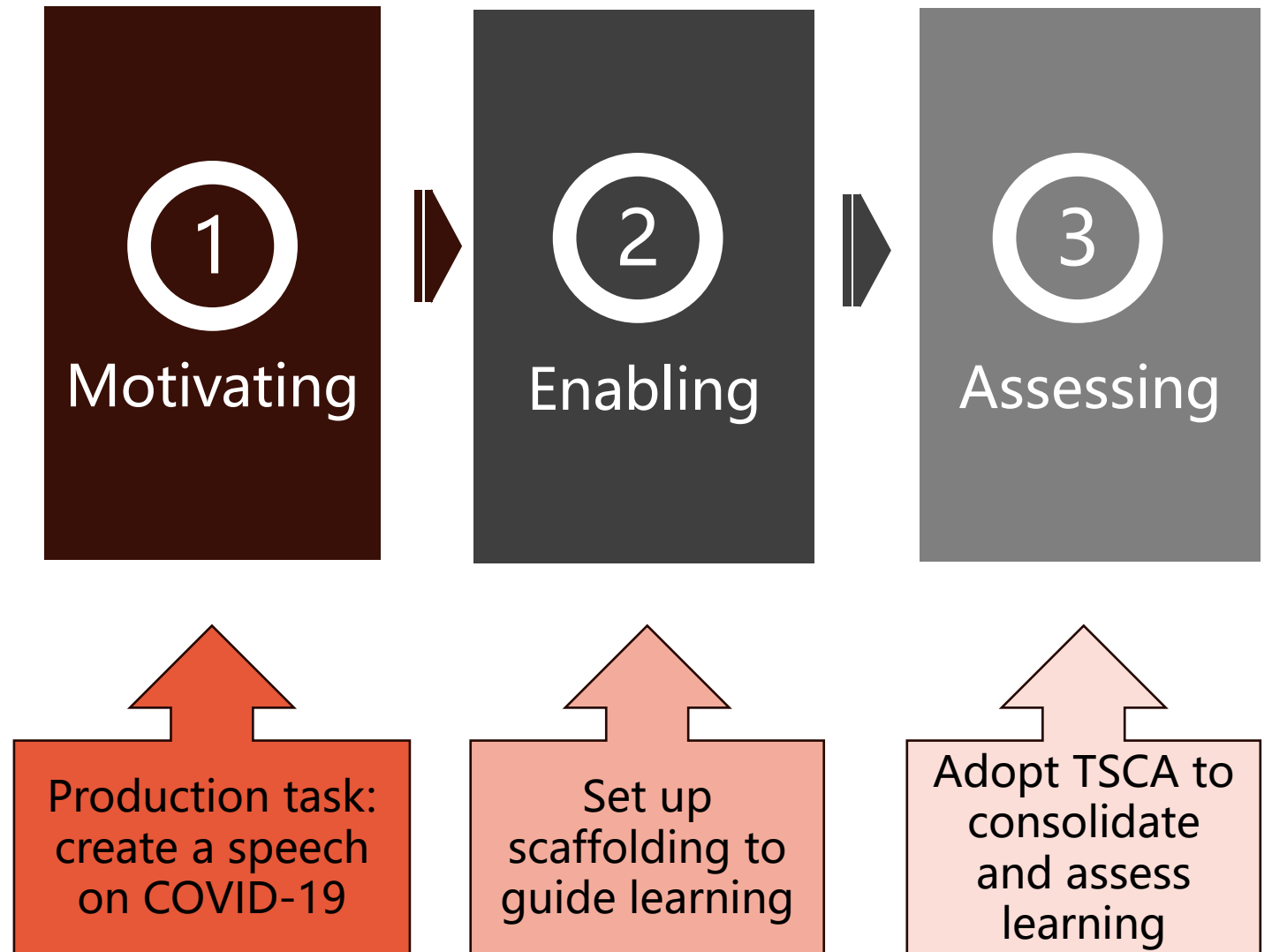■ Master the techniques of overcoming stage fright

■ Heighten ethical sensibility towards life and society

Part 2

Teaching Procedures

- Teaching methodology

- Teaching steps

Teaching Methodology

Production-
Oriented Approach

| 1 Motivating	2 Enabling	3 Assessing
Production task: create a speech on COVID-19	Set up scaffolding to guide learning	Adopt TSCA to consolidate and assess learning
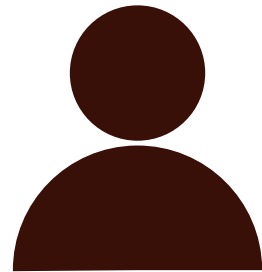
Main tasks

- Complete a true-or-false quiz on Teacher Mate

- Compare & discuss 2 COVID-19-related speeches by President Xi & President Trump

Major purposes

➢ Refine & deepen understanding of the ethical guidelines

➢ Strengthen patriotic pride & cultural confidence

TSCA
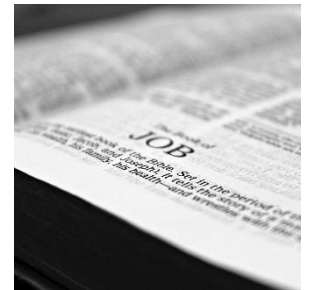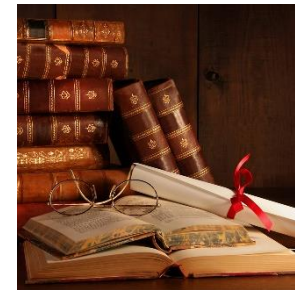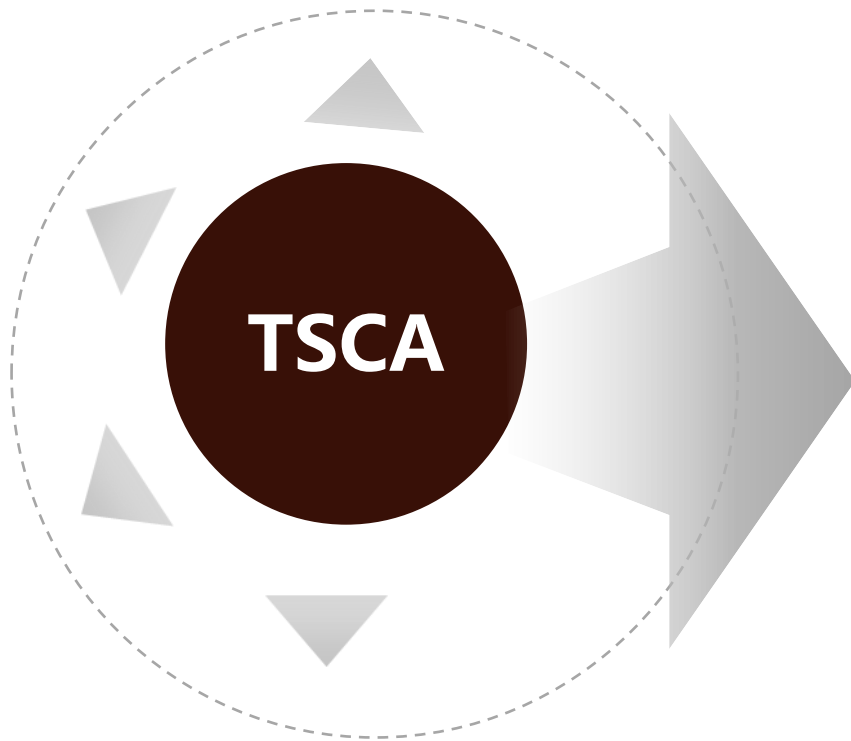
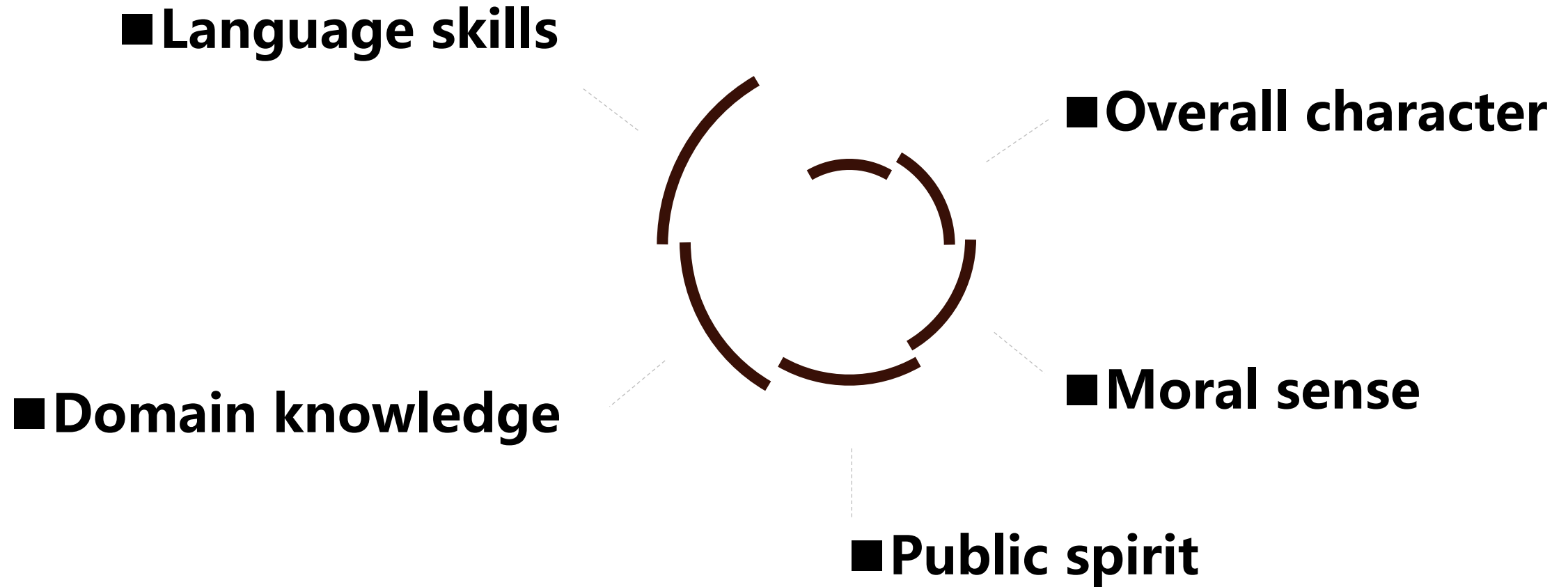|	
Before class	**Students** upload scripts online. **The teacher** selects samples for assessment, and designs criteria for **explicit and implicit** assessment.
In class	**The teacher** demonstrates assessment procedures. **Students** do peer assessment.
After class	**Students** revise speeches and submit them for automatic assessment. **The teacher** gives feedback on discussion forums.

Criteria for Explict & Implicit Assessment

Dimensions	Specifications	Scale
Goals (30%)	The goals are ethically sound.	1 2 3 4 5
Preparations (30%)	The speech is appropriate for the target audience.	1 2 3 4 5
	There is no erroneous information.	1 2 3 4 5
	There is no misleading advice.	1 2 3 4 5
	The writer has explored the topic thoroughly.	1 2 3 4 5
Honesty (40%)	There is no blatant contempt for the truth.	1 2 3 4 5
	The Statistics are accurate.	1 2 3 4 5
	The writer doesn't quote out of context.	1 2 3 4 5
	The writer doesn't misrepresent sources.	1 2 3 4 5
	The writer doesn't paint tentative findings as firm conclusions.	1 2 3 4 5
	The writer doesn't portray a few details as the whole story.	1 2 3 4 5
	The writer doesn't cite unusual cases as typical examples.	1 2 3 4 5
	The writer doesn't substitute innuendo and half-truths for evidence and proof.	1 2 3 4 5
	The writer doesn't plagiarize.	1 2 3 4 5

Part 3
Teaching Highlights

- Whole-person education

- Ideological and moral education

■**Language skills**

■**Overall character**

■**Domain knowledge**

■**Moral sense**

■**Public spirit**

Plain-spoken good doctor

Smooth-talking spin doctor

Being an Ethical Speaker

Unit 2 Session 2

COVID-19
True or False
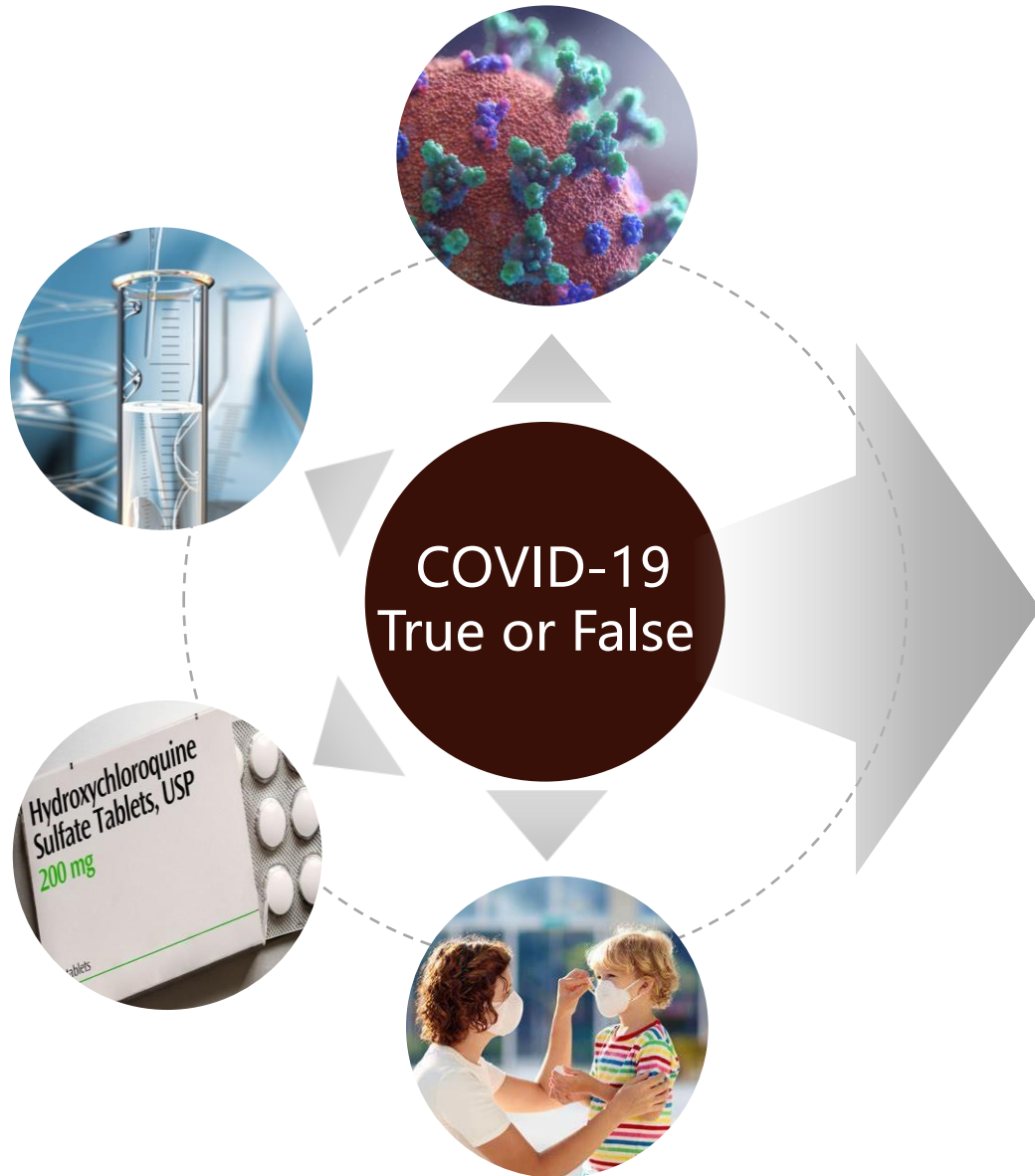
1 COVID-19 originated in Wuhan, China.

2 COVID-19 was purposefully lab-made.

3 Hydroxychloroquine is helpful in treating COVID-19.
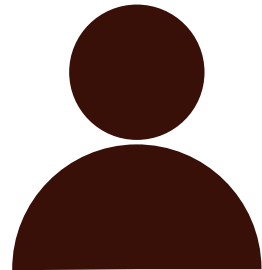
4 There is no need to wear masks unless you are in direct contact with symptomatic COVID-19 patients.

Moral
Fair
Just
Honest

Immoral
Unfair
Unjust
Dishonest

Ethics

is the branch of philosophy that deals with issues of right and wrong in human affairs.

Scientific discipline
&
Courage for the truth
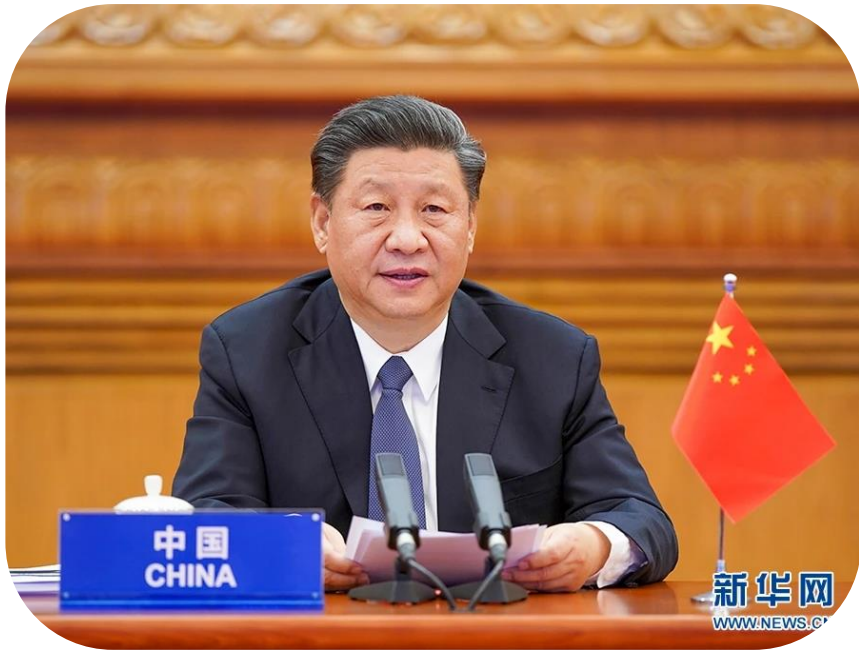
Ethics
&
Professional
competency
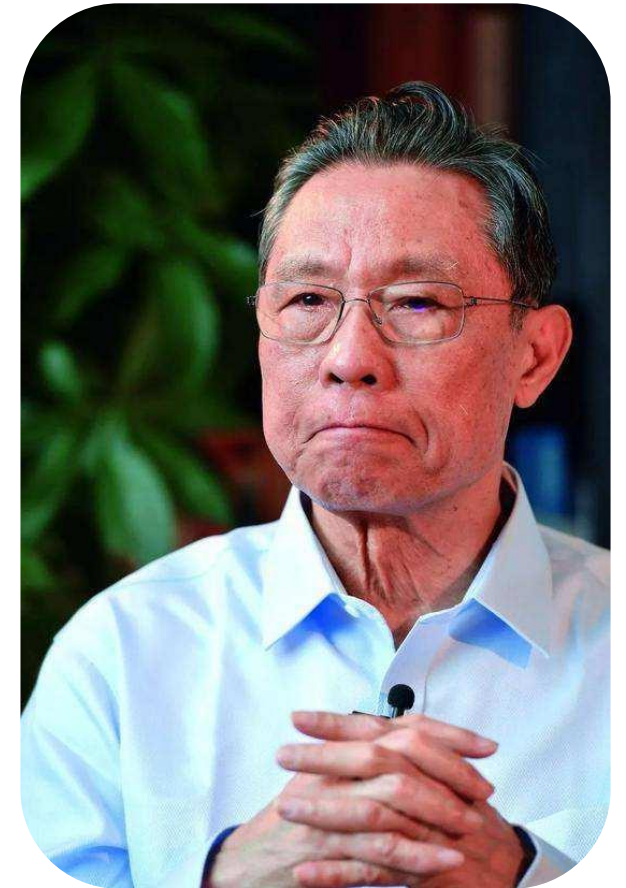
1. Make sure your goals are ethically sound

2. Be fully prepared for each speech

4 Guidelines

3. Be honest in what you say

4. Put ethical principles into practice

Working Together to Defeat the COVID-19 Outbreak

at the Extraordinary G20 Leaders' Summit via video link in Beijing

1 Summarize the goals of this speech.

2 Give your comments.

Excerpts

At the most difficult moment in our fight against the outbreak, China received assistance and help from a lot of members of the global community. Such expressions of friendship will always be remembered and cherished by the Chinese people.

[...]

At such a moment, it is imperative for the international community to strengthen confidence, act with unity and work together in a collective response. We must comprehensively step up international cooperation and foster greater synergy so that humanity as one could win the battle against such a major infectious disease.

[...]

Now is a crucial moment, a time for us to rise up to challenge and act with swiftness. I am convinced that through solidarity and mutual assistance, we will prevail over this outbreak and we all will embrace a brighter future for mankind!

1 Embodies the responsibility a powerful country should have

2 Shows the international perspective and cooperative strategy

3 Strengthens the sense of national confidence and pride

If you are sincere, people will repose trust in you.

信则人任焉。出自：《论语·阳货》

The first step is to be honest, and then to be noble.

It's a duty to be accurate and fair in presenting information when making a speech.

rumours claiming that the virus is man-made

According to the situation report of World Health Organization, **224, 172** people had died of the disease globally. (**date?**)

A 104-year-old man recovered quickly from the disease, surely we have nothing to worry about.

blatant contempt for the truth

incomplete statistics

cite unusual cases as typical examples

Selected work

Part 3 Peer Review - Criteria

Dimensions	Specifications	Scale
Goals (30%)	The goals are ethically sound.	1 2 3 4 5
Preparations (30%)	The speech is appropriate for the target audience.	1 2 3 4 5
	There is no erroneous information.	1 2 3 4 5
	There is no misleading advice.	1 2 3 4 5
	The writer has explored the topic thoroughly.	1 2 3 4 5
Honesty (40%)	There is no blatant contempt for the truth.	1 2 3 4 5
	The Statistics are accurate.	1 2 3 4 5
	The writer doesn't quote out of context.	1 2 3 4 5
	The writer doesn't misrepresent sources.	1 2 3 4 5
	The writer doesn't paint tentative findings as firm conclusions.	1 2 3 4 5
	The writer doesn't portray a few details as the whole story.	1 2 3 4 5
	The writer doesn't cite unusual cases as typical examples.	1 2 3 4 5
	The writer doesn't substitute innuendo and half-truths for evidence and proof.	1 2 3 4 5
	The writer doesn't plagiarize.	1 2 3 4 5

Instances of dishonesty?

Knowledge and action are one.

Always put all the other ethical guidelines into practice.

王阳明

<u>Websites</u>:

UMOOCs (湖北大学慕课):

http://moocs.unipus.cn/course/285?tag=yyyjysJSFZTW11073

UMOOCs (集美大学慕课):

https://moocs.unipus.cn/course/417/task/28352/show

(What is ethics in public speaking and why it is important)

https://moocs.unipus.cn/course/417/task/28353/show

(How to be an ethical speaker)

Chinese Text Project: https://ctext.org

WeChat Official Accounts:

外研社高等英语资讯 (linkandthink)

CGTN (cgtnofficial)

中国日报双语新闻 (Chinadaily_Mobile)

中国日报 (CHINADAILYWX)

References

[1] Sun Shuguang, Wen Qiufang. Teacher-student collaborative assessment (TSCA) in integrated language classrooms [J]. *Indonesian Journal of Applied Linguistics*, 2018(8): 369-379.

[2] 陈亚平. 显隐性学能对二语习得的作用 [J]. 外语教学与研究(外国语文双月刊), 2019(5): 723-734.

[3] 韩宝成. 整体外语教育及其核心理念 [J]. 外语教学, 2018(2): 52-56.

[4] 孙有中. 思辨英语教学原则 [J]. 外语教学与研究(外国语文双月刊), 2019(6): 825-837.

[5] 文秋芳. 构建"产出导向法"理论体系 [J]. 外语教学与研究, 2015(4): 547-558.

[6] 文秋芳."师生合作评价":"产出导向法"创设的新评价形式 [J]. 外语界, 2016(5): 37-43.

[7] 文秋芳, 毕争. 产出导向法与任务教学法的异同评述 [J]. 外语教学, 2020(4): 41-46.

[8] 文旭, 文卫平等. 外语教育的新理念与新路径 [J]. 外语教学与研究(外国语文双月刊), 2020(1): 17-24.

[9] 张文娟. 基于"产出导向法"的大学英语课堂教学实践 [J]. 外语与外语教学, 2016(2): 106-114.

Thank You