Writing 105PS: Writing for Public Speaking

Prerequisites: Writing 2 or 2E or 2LK; upper-division standing.

Catalog Description: Analysis and practice of writing, researching, and delivering oral presentations including speech scripts, visual aids, and various related documents. Typical formats include extemporaneous speech and impromptu address for specific audiences and purposes.

Course Description: Writing 105PS is designed for students wishing to improve their public-speaking skills in various academic and professional settings. The focus of this course is on *writing* and *research* related to presentations (scripts, multimedia support, brochures, letters, correspondence, short reports, memos, email), although students will also study and practice related speaking skills for both extemporaneous and impromptu challenges. The course's in-depth examination of such presentations also includes visual design, multimedia support, digital recording, guest speakers, ongoing revision, and editing, with a quarter-long focus on practicality and professionalism in public speaking situations.

Curricular Premises: Writing 105PS offers students the opportunity to practice and study public speaking and presentations in a variety of contexts. For many students, this course will mark the first time they have engaged presentations and public speaking as a dedicated field of study and practice. Students will identify and characterize appropriate strategies for a given audience; create useful and relevant visuals; examine research strategies specifically relevant to presentation preparation, as well as analyze/practice rhetorical and delivery strategies for concise, effective presentations. Given the wide range of academic and professional contexts in which students give presentations and participate in public speaking, the course is interdisciplinary and collaborative in nature. It is designed to serve students from a broad variety of majors. It serves all tracks of the Professional Writing Minor, and has special relevance for students in the Civic Engagement, Multimedia Communication, Business Communication, and Science Communication tracks.

Course Requirements:

Texts: Commonly assigned textbooks in this course include Nancy Duarte, *Resonate*; *The Non-Designer's Presentation Book*; and *Presenting to Win: The Art of Telling Your Story*. Other texts include sample presentations, slideshows, handouts, and other visual media.

Assignments: Writing 105PS assignments provide instruction and practice in public speaking, as well as in the research process that underwrites successful presentations. Potential assignments include elevator pitches, short presentations (e.g., three minutes), scripts, collaborative presentations, slides, handouts, and other visual aids. Because a key aspect of public speaking involves self-analysis and peer critique, reflective writing

assignments—including responses to recorded presentations—are also important components of this course. Students may also be required to generate documents related to professional collaboration and presentation research (correspondence and short reports).

Outcomes:
- cultivate the ability to write and deliver effective presentations for a variety of audiences and purposes
- develop and refine an individual communication style, both written and spoken
- understand the similarities and differences between writing and speaking, and why they matter
- understand rhetorical strategies used when presenting to inform, persuade, and defend
- refine skills to design visual aids that strengthen, rather than just repeat, the spoken message
- practice working collaboratively to complete a variety of written and spoken tasks
- attend to cross-cultural factors that can affect presentation results here and abroad
- receive personalized feedback, including digital recording support, from peers and instructor