The Art of Public Speaking

2020
Contents

Introduction

Demonstration
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1. Teaching Objectives
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Part 1
Teaching Objectives

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

- Professional competency
- Humanistic qualities
Target Students

Language proficiency:
- Intermediate level
- Medical English

Career prospects:
- Medical
- International
- Spokespersons
- Copywriters
- Secretaries
- Executives
- Public health

Public speaking skills in medical contexts
Course Objectives

Speaking Confidently and Ethically

1. Critical thinking skills
2. Autonomous & cooperative learning abilities
3. A patriotic & cosmopolitan outlook
4. Moral sense & public spirit
Unit Objectives

- 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

Master the techniques of overcoming stage fright

Identify and apply the four ethical speaking guidelines

Heighten ethical sensibility towards life and society
Part 2
Teaching Procedures

- Teaching methodology
- Teaching steps
Production-Oriented Approach

1. Motivating
   - Production task: create a speech on COVID-19

2. Enabling
   - Set up scaffolding to guide learning

3. Assessing
   - Adopt TSCA to consolidate and assess learning
Motivating Phase

- Read relevant materials beyond the text
- Write a speech script on COVID-19
- Watch online class videos and finish tasks

Major purpose:
Utilize autonomous learning tasks to develop independent thinking and autonomous learning abilities.
Enabling Phase

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
### Assessing Phase

**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.
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Part 3
Teaching Highlights

• Whole-person education
• Ideological and moral education
Whole-person Education

- Language skills
- Domain knowledge
- Moral sense
- Public spirit
- Overall character
Plain-spoken good doctor

Smooth-talking spin doctor
Demonstration

Part 1
Introduction

Part 2
Theory & Case Study

Part 3
Peer-review
Being an Ethical Speaker

Unit 2 Session 2
Part 1 Introduction

COVID-19 originated in Wuhan, China.

COVID-19 was purposefully lab-made.

Hydroxychloroquine is helpful in treating COVID-19.

There is no need to wear masks unless you are in direct contact with symptomatic COVID-19 patients.
Ethics is the branch of philosophy that deals with issues of right and wrong in human affairs.
Part 2 Theory & Case Study – Medical professionals

Scientific discipline & Courage for the truth

Ethics & Professional competency
Part 2 Theory & Case Study – Four Guidelines

1. Make sure your goals are ethically sound
2. Be fully prepared for each speech
3. Be honest in what you say
4. Put ethical principles into practice
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!
Part 2 Theory & Case Study – Goals of speech

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
He didn't do a thorough job of studying and researching the topic. He was communicating erroneous information. He was giving misleading advice.

Is he fully prepared for the speech? Give your comments.
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

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Instances of dishonesty?
Knowledge and action are one.

Always put all the other ethical guidelines into practice.
Resources

Websites:
UMOOCs (湖北大学慕课):
http://moocs.unipus.cn/course/285?tag=yyysJSFZTW11073
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)


Thank You