

# HONG KONG BAPTIST UNIVERSITY

## COURSE OUTLINE

1. **COURSE TITLE**

The Art of Speech: Appreciation and Practice

2. **COURSE CODE**

HUMN2045

3. **No. OF UNITS**

3 Units

4. **OFFERING DEPARTMENT**

Department of Humanities and Creative Writing

5. **PREREQUISITES**

N.A.

**COREQUISITES**

N.A.

6. **MEDIUM OF INSTRUCTION**

English

7. **AIMS & OBJECTIVES**

This course aims to:

- (1) Foster appreciation of the role of rhetoric in Western and Chinese culture, and critical awareness of the power and limitations of the spoken art of persuasion;
- (2) Help students acquire knowledge and understanding of the history and theory of rhetoric the basic philosophical issues about rhetoric and the methods of speech analysis;
- (3) Provide students with practice and training in the skills of speech composition and delivery.

8. **COURSE CONTENT**

This course will be divided into four parts:

I. The first part introduces the history and theory of rhetoric.

A. Brief History of Rhetoric

i. Ancient Greece and Rome: Sophistry, Aristotle, Cicero, Quintilian

ii. Renaissance and Modern Times

iii. Chinese Rhetoric

B. Five Canons of Classical Rhetoric:

i. Invention (inventio)

a. ethical appeal (ethos)

b. emotional appeal (pathos)

c. arguments (logos)

- Proof: inductive and deductive

- Logic and fallacies

ii. Organization (dispositio)

a. introduction (ingratiating oneself with the audience)

- b. statement of fact
  - c. proof
  - d. refutation: by premise, by inference, by wit (sarcasm, jest, irony)
  - e. conclusion
  - iii. Style (elocutio): sentence structure, schemes, tropes
  - iv. Memory (memoria)
  - v. Delivery (actio): voice, stance
- II. Analysis and Appreciation of Speeches

The second part discusses and analyses some classical examples of great speeches. The students should then be able to appreciate examples of great speeches and the skills they use.

- i. Intention, effect, organization, style
- ii. Cicero speeches
- iii. Shakespearean Speeches
- iv. Modern historic speeches
- v. Types of speech: deliberative, forensic, ceremonial (eulogy)

III. Rhetorical Practice

The third part will offer opportunities to students to compose and deliver speeches in various imagined situations like political speech, legal disputation or commercial lobbying. The students will have the opportunity to apply the theories of rhetoric in preparing their speeches, e.g. how to assess the audience, address their emotion and the issue, and to structure the arguments and proofs.

- i. composition
- ii. delivery

IV. Philosophy of Rhetoric: Is rhetoric a good means to communicate truth?

The fourth part introduces the philosophical issues concerning rhetoric and the question whether rhetoric is a good means to represent truth. It discusses the classical distinction between rhetoric and dialectic, and then the modern theories like discourse analysis, hermeneutics and communication theory.

- i. The Antistrophe of Rhetoric and Dialectic
- ii. Discourse Analysis
- iii. Hermeneutics and Communication Theory

9. **COURSE INTENDED LEARNING OUTCOMES (CILOs)**

CILO	By the end of the course, students should be able to:
CILO 1	Summarise the history and some theories of rhetoric.
CILO 2	Explain the basic philosophical issues in rhetoric.
CILO 3	Evaluate speeches.
CILO 4	Compose appropriate speech texts in different imagined situations.

10. **TEACHING & LEARNING ACTIVITIES (TLAs)**

CILO alignment	Type of TLA
1	The students will be: given introduction of the basic concepts and skills of speech composition and delivery in weekly lectures
2	requested to examine the philosophical issues related to rhetoric by reading
3	given examples of great speeches by audio-video material for analysis through discussion
4	provided different topics in class and on which requested to make their own speeches by presentation

11. **ASSESSMENT METHODS (AMs)**

Type of Assessment Methods	Weighting	CILOs to be addressed	Description of Assessment Tasks
Written	40%	1-2	Written assignments will help students to

assignments			demonstrate concepts and skills taught in class so as to prepare and deliver speeches on selected topics in different situations
Oral presentation	20%	3-4	Oral presentation will help students to demonstrate concepts and skills taught in class so as to prepare and deliver speeches on selected topics in different situations.
Examination	40%	2-4	Examination will test students' ability in examples of speeches using concepts in rhetoric and their understanding of theoretical issues in rhetoric

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