



臺灣大學進修推廣學院  
**NTU SPECS**

NTU School of Professional Education and Continuing Studies

# 英文公共演說. 修辭敘述. 講稿撰寫

English Public Speaking, Rhetorical Narrative, & Speech  
Drafting



傅友祥 教授  
臺大外文系暨研究所

授課時間：每週二晚上7:00-9:45，9/13(二)開學

If 2030 is the year when the government expects Taiwan to be bilingual, are we professionally ready to be functioning in bilingualism? Public speaking in bilingualism is apparently the most direct indicator of language proficiency and expression. Other than its discursive formality, how can public speaking be an artistic act? How do speaking and writing go together? How is public speaking different from casual conversation or briefing? If such an act entails a creative process, are there strategies for any public speaker to convey ideas not only in a comprehensible manner but also in an animating and persuasive fashion? What are other complications when language makes the challenge even more stupendous? From Aristotle to Obama, from a valedictorian of Harvard's commencement ceremony to Korean BTS's speech at the United Nations, what commonalities are still shared and practiced by these public figures?

# COURSE DESCRIPTION(續)

This course aims at incorporating three important elements together in presenting a successful speech in English: drafting ideas, structuring a narrative, and delivering a speech. The course will go through certain rhetorical modes , specially the Aristotelian logos, ethos, and pathos, with successful written speeches and impressive public speeches. We will also practice many ceremonial speeches such as how to draft and deliver such speeches as a welcome address, introductory statements, and closing remarks. Throughout the semester, we will as well develop students' presentation skills and narrative structuring: what to say and what to avoid. At the end of the semester students will gain enough confidence to make visible progress. Participation and attendance are obligatory as part of your performance will be assessed by other members.

如果2030是政府預定台灣成為雙語國家的目標年，我們對於雙語的表達已經具備職業的水準了嗎？雙語表達，特別是公共演說這一塊，是最能直接測試語言能力的指標。除了特有的言辭表述，公共演說如何成為一種藝術或創作？演說又如何與寫作結合？公共演說又和一般的簡報或非正式的談話有所區別？如果演說本身是個創作過程，對於公共演講者有沒有策略性的訓練可以讓演講不僅簡易明確，又可以生動化又具說服力？對非英語人士來說，當演說是以另一個非母語的語言作為媒介，這個語言產生的複雜性以及文化差異又如何克服？從亞里斯多德到歐巴馬，從哈佛畢業生代表致辭到韓國偶像團體BTS在聯合國的演講，古今中外著名的演說家具有什麼共同的特質？英語修辭學呈現在演說中如何美化講稿，駕馭人心？講稿可以不用背誦，並以敘述故事的方式達到信雅達的境界嗎？

本堂課將以課程標題「公共演說」「修辭敘述」「講稿撰寫」為三大軸心，循序漸進引導學生如何從草擬初稿，重新建構邏輯，再做最後的演說呈現。課程會從英語修辭學出發，以亞里斯多德的人格說服 (ETHOS)、論理說服 (LOGOS)、情感說服 (PATHOS) 為軸，探討成功的演講稿及公共演說範例。課程也會包含探討及練習各種典禮演辭，如歡迎稿、開幕詞、介紹稿、閉幕等等。課程會一再提醒學員在演說過程中什麼該表達，什麼該避免。根據過往教學經驗，學期末所有的學員一定會更有自信的在任何場合，輕鬆自在用流利且有創意的表達發表具說服力的演說。需提醒學員的是，因為本課堂的活動也以同儕互評為主，上課出席率及課堂參與佔學習評比極重要的比例。

## Required Textbooks :

Challenge of Effective Speaking by Verderber, Rudolph F. Wadsworth  
Publishing Company

Other supplementary materials in a course packet.

## Note :

As the entire course is conducted in English and students are asked to perform based on their communication skills in English. Three absences automatically result in failing this course.

## Grading :

In-class Performance and Participation, Attendance: 50%

Mid-term Project (alternative for the mid-term exam): 20%

Self-Evaluation: 10%

Final Presentation: 20% (10% evaluated by the instructor and 10% by students)

# Weekly Schedule

Week 1: Introduction

Week 2: In-class Activity; General Theories: *Ethos, Logos, Pathos*

Week 3: Causes of Public Speaking Apprehension; Adapting to Audiences

Week 4: Organizing the outlining of the Speech Body, Story-telling

Week 5: TED Approaches, Theories, and Applications

Week 6: Midterm Presentation: Writing and Delivering a Welcome Speech

Week 7: Discourse Analysis (Clip Assignment); Body Language Study

Week 8: Cultural Stereotypes and Intelligence; Negotiating skills;

Videotaped Project at home

Week 9: Videotaped Clip Screening

Week 10: Poetry Recital and Ceremonial Speaking (homework with a selected poem)

Week 11: Speeches for Special Occasions; Model Speeches

Week 12: Descriptive Practices; Digital Narrative (live streaming etc)

Week 13: Improvisation, Impromptu Speeches, Story-incorporated Script

Week 14: In-class Writing Exercise for the Final Presentation

Week 15: Final Presentation



# Instructor's Bio

Dr. Bennett Yu-Hsiang Fu is Professor in the Department of Foreign Languages and Literatures at National Taiwan University. He earned his master's degree in English and American Literature from the University of Rochester (USA) and McGill University, and his doctorate in English from the University of Montreal. Before joining NTU, he had taught English writing and American literature at McGill University, University of Montreal, and Concordia University in Montreal. A trilingual scholar in English, French, and Chinese, he researches on a variety of areas in Asian North American Literature, Contemporary Canadian Anglophone and Francophone Literatures, and 20th-century American Literature. Apart from literary research and teaching, he also has been teaching commerce and literature, English public speaking, proposal writing, leadership through fiction and storytelling in the SPECS of NTU since 2007.



# Instructor's Bio (續)

Over the past decade he has presented over 50 academic conference papers and 30 presentations on global higher education strategies and development, and published over 25 essays in such areas as race/ethnicity studies, comparative literature, pedagogical innovation, and postcolonial studies. These critical essays have been published in 10 countries: USA, UK, Canada, Poland, Germany, Portugal, Spain, Netherlands, Korea, and Taiwan. He is the author of the book *Transgressive Transcripts* (New York/Amsterdam: Rodopi Press) published in 2012. He served as Deputy Vice President of International Affairs (2013-18) of NTU, taking charge of NTU's global collaborations, strategic internationalization, and student mobility programs. Dr. Fu is currently the English Editor-in-chief of National Taiwan University Press (NTUP) for the Book Series on East-West Cultural Encounters in Literature & Cultural Studies, jointly published with the University of South Carolina Press (USCP). He sits on the editorial boards of several prestigious international academic journals in literary studies.