



SYRACUSE UNIVERSITY

CRS 325 **Presentational Speaking** **2020-2021** **(3 credits)**

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CRS 325 presents the conceptual and practical dimensions of formal presentations in organizational settings. Analysis, adaptation, strategic arrangement, development of ideas, verbal and nonverbal presentational skills are examined.

This course takes as its primary assumption that speaking in public is an essential component of most professions as well as a necessary skill of active citizens, able to articulate, advocate and argue in public and about public issues. Hence, the instruction of presentational speaking is based on two important principles: the need to understand the fundamental principles of speaking in public and the need to practice different speaking types. Both objectives are directed toward developing workable presentational skills, the ability to discern the necessary speech type, understanding the link between the topic at hand and the audience, learning the process of crafting speeches, lending support to major claims and implementing persuasive strategies that can enhance affecting audiences.

Specific Goals

The specific goals of this course are to understand and apply:

1. The basic principles of effective presentational speaking
2. The principles of audience and message analysis
3. Persuasive strategies and other skills necessary for effective presentational speaking
4. These skills and principles in various rhetorical situations/contexts, e.g., professional, academic, etc.

Title/Author (Publisher)	Price Per Copy	Ordering Source
<i>Public Speaking: The Virtual Text</i> Online textbook	Free	http://www.publicspeakingproject.org
Alternate Textbook <i>Public Speaking in the 21st Century, Version 2.0</i> Davis Houck Digital: ISBN 978-1-7327075-6-6 Digital/Print Bundle: ISBN 978-1-7327075-7-3	\$60.00 \$75.00	Flip Learning https://fliplearning.com/book/public-speaking-in-the-21st-century/ 814-753-1385 (Contact publisher to inquire about potential additional discounts for SUPA schools.)

Prices are subject to change.