

Plano de disciplina/oficina/curso
Programa Integrado de Apoio à Formação Doutoral (UFG Doutoral)

Disciplina/oficina/curso: Academic Speaking			
Professor(a) Responsável: Maria Cristina Faria Dalacorte Ferreira			
Professores Participantes: Laura Colette Bowman			
Público Alvo: Docentes e TAEs			
Carga horária: 32	Nº Créditos: 2	Nº vagas: 20	Ano: 2025
Data de início: 19/08/2025	Data de término: 02/12/2025	Local:	

Observação: 2 créditos equivalem 32 horas aula

Ementa

This skills-based course is meant to help you become a better public speaker through theory, focusing on concepts and models of communication, and adapting a speech for different occasions and audiences.

Objetivos

Understand communication **concepts** that serve as a basis for **effective speaking**, and **apply this conceptual knowledge** in practice to give effective speeches Be a more **analytical listener**, and develop the ability to **analyze and evaluate presentations made by others**

Develop and **demonstrate verbal, nonverbal, and research competencies** through researching, preparing, and delivering presentations relevant to your audiences.

Conteúdo Programático

Cronograma

Data	Horário	Conteúdo	Tutora responsável	Local/site
21/08/2025	14:00-16:00	WEEK 1 - INTRODUCTION TO COURSE	Dr. Laura Bowman	
28/08/2025	14:00-16:00	WEEK 2 - INTRODUCTION SPEECHES AND RESEARCH PORTFOLIOS	Dr. Laura Bowman	
04/09/2025	14:00-16:00	WEEK 3 -INTRODUCTION SPEECHES AND RESEARCH PORTFOLIOS	Dr. Laura Bowman	
11/09/2025	14:00-16:00	WEEK 4 - INFORMATIVE SPEAKING	Dr. Laura Bowman	
18/09/2025	14:00-16:00	WEEK 5 - INFORMATIVE SPEAKING	Dr. Laura Bowman	
25/09/2025	14:00-16:00	WEEK 6 - INFORMATIVE SPEECH WEEK	Dr. Laura Bowman	
30/09/2025	14:00-16:00	WEEK 7 - INTRODUCTION TO PERSUASIVE SPEAKING	Dr. Laura Bowman	
02/10/2025	14:00-16:00	WEEK 8 - PERSUASIVE SPEAKING AND SHARK TANK	Dr. Laura Bowman	
09/10/2025	14:00-16:00	WEEK 9 - PERSUASIVE SPEECH WEEK	Dr. Laura Bowman	
16/10/2025	14:00-16:00	WEEK 10 - MID SEMESTER EVALUATION	Dr. Laura Bowman	
23/10/2025	14:00-16:00	WEEK 11 - SPECIAL TOPICS - CRISIS COMMUNICATION	Dr. Laura Bowman	

30/10/2025	14:00-16:00	WEEK 12 - INTRODUCTION TO SENSORY AIDS AND PUBLIC SPEAKING	Dr. Laura Bowman	
06/11/2025	14:00-16:00	WEEK 13 - SENSORY AIDS AND PUBLIC SPEAKING	Dr. Laura Bowman	
13/11/2025	14:00-16:00	WEEK 14 - SENSORY AID SPEECHES	Dr. Laura Bowman	
20/11/2025	14:00-16:00	WEEK 15 - INTRODUCTION TO SPECIAL OCCASION SPEECHES	Dr. Laura Bowman	
27/11/2025	14:00-16:00	WEEK 16 - FINAL EVALUATION	Dr. Laura Bowman	

Critérios para Avaliação:

Assignment Submission: There are **no hard-copy paper submissions** in this course. All assignments will be submitted through Google Classroom.

Deadlines: The due dates for your assignments are strict. Late assignments are not accepted. If you have an emergency, please contact me **before the deadline** and documentation is required.

Email: During normal business hours (M-F, 9am-6pm) I will respond to emails within 24-48 hours (probably sooner). If you email me outside of those times or if I give you some notice about limited email, it may take me longer to respond. On weekends, I may not respond until Monday. If it has been more than 24 hours and you think I may have missed your email, please send another.

Technology: Phones and computers may be used if you

like, but only for class-related material and note-taking. I may ask you to close all

computers at any time, and if computers become distracting, I may change this

policy. Computers and phones must be put away during speeches or presentations.

Special Accommodations: Academic accommodations are made when students need additional assistance. Please notify me as soon as possible.

English as a Second Language or Other Accommodations: Please let me know if you need special accommodations if English is not your primary language or if you are concerned about accommodations for any other reason.

OVERVIEW OF ASSIGNMENTS

Speech 1, Introduction Speech: This is a warm-up **1 minute speech** about yourself in an effort for us all to get to know each other. This should help you feel more comfortable speaking in front of your classmates.

Speech 2, Informative Speech*: This is a **5-7 minute speech** informing your classmates about a topic of your choice. We will model our speeches after TED Talks. The purpose of this speech is to sharpen research skills and provide credible evidence for your claims. Along with your in-class presentation, you will be required to turn in (on Blackboard) your speech outlines and references.

Speech 3, Persuasive Speech*: This is a **5-7 minute speech** that will require you to craft effective arguments and to define and refute potential counterarguments. The purpose of your speech should be to request your audience to perform an action or to shift thoughts and feelings. Along

with your in-class presentation, you will be required to turn in (on Blackboard) your speech outlines and references.

Speech 4, Sensory Aid Speech*: This is a **5-7 minute speech** that utilizes visual, audio, or other non-verbal tools. The focus of the speech will be to enhance your claims with effective tools. You may revisit a topic or idea from your informative or persuasive speech. Along with your in-class presentation, you will be required to turn in (on Blackboard) your speech outlines and references.

Speech 5, Special Occasion Speech: This is a **2 minute speech** modeled after something that you may be asked to give in real life. This can be a wedding toast, a graduation speech, a keynote, an introduction, etc. You choose. This will be an opportunity to further practice language selection and audience adaptation in a less formal environment.

*Note: These speeches require you to conduct external research. You must provide three to four sources for use during your speech.

Speech Reflections: After the first four speeches, you will write a 1-page (double-spaced) self-reflection about your performance for a total of four reflections. You should include concepts learned in class while reflecting on your strengths and places for improvement for next time.

Online Intro Survey: This survey will be distributed the first week of class. These questions will allow me to get to know you better.

TED Talk Analysis: As part of our discussion of informative speeches, you will provide a 1 page summary, critique of, and reflection on a TED Talk of your choice, as long as it exceeds 10 minutes (selection is available at <https://www.ted.com/talks>).

Final Self-Reflection: This is a 1-2 page (double-spaced, before references) self-reflection paper that discusses concepts learned and adopted, progress made, and room that remains for improvement. You should expand on what you've written in previous reflections, not just reiterate what you already said. Evaluate your improvement throughout the entire course, and how you wish to utilize all of the concepts learned in class. Think about future occasions where you will be asked to speak in front of others, and how you will utilize what you've learned here for those situations. This is in place of a final exam.

Shark Tank Exercise: This is an in-class activity designed to put persuasive speaking skills into practice. Students will team up and present an idea or innovation to a panel of "sharks" in an effort to persuade the sharks to fund their project. The winning team will receive 10 extra credit points.

Participation and Attendance: One goal of this course is for you to feel more confident speaking up, asking questions, and participating more generally. Even lectures will have discussion components. We will learn more if we engage with each other and contribute to class discussions. Additionally, there will be several sessions where we will be doing impromptu speaking activities. These are very important for you to feel more comfortable speaking in a variety of settings and without formal preparation.

Because of this, I expect students to attend all classes, other than pre-approved excused

absences (illness, religious observance, university-sanctioned activities) or emergencies.

GRADING BREAKDOWN

Assignment

Total Points

Speeches

Introduction Speech #1

Informative Speech #2

40 points

140 points

Persuasive Speech #3

140 points

Sensory Aid Speech #4

Special Occasion Speech #5

180 points

100 points

Written

Speech Reflections (4)

100 points (25 X 4)

Online Intro Survey

10 points

TED Talk Critique

30 points

Speech Critique

Final Reflection

60 points

100 points

In-Class

Shark Tank Exercise

40 points

Participation/Attendance

60 points

TOTAL

1000 POINTS

A nota final será calculada a partir da pontuação acima e adequada ao quadro de conceitos abaixo listado.

Observação:

Para atribuição de conceito será utilizada a escala:

A= 9,0 - 10,0	B= 6,51- 8,99	C= 5,0 - 6,50	D* = < 5,0
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* sem direito a crédito

Referências indicadas

[https://socialsci.libretexts.org/Bookshelves/Communication/Public_Speaking/Public_Speaking_\(The_Public_Speaking_Project\)](https://socialsci.libretexts.org/Bookshelves/Communication/Public_Speaking/Public_Speaking_(The_Public_Speaking_Project))

ATENÇÃO - Material para divulgação



Maria Cristina Faria Dalacorte Ferreira

Professora Titular da Faculdade de Letras

Universidade Federal de Goiás

1991 -

Secretária Adjunta de Relações Internacionais

Universidade Federal de Goiás

2024 -

Pós-Doutorado em Comunicação

University of Texas at Austin

2011

Doutorado em Estudos Linguísticos

Universidade Federal de Minas Gerais

1999

Mestrado em Letras (Inglês e Literaturas Correspondentes)

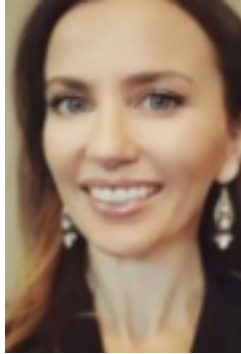
Universidade Federal de Santa Catarina

1991

Graduação em Letras Português-Inglês

Universidade Católica de Goiás

1986



Laura Colette Bowman

Universidade Federal de Goiás (UFG)

English Language Fellow (U.S. Department of State)

2025

Northeastern University

Doctor of Education (Ed.D.), Organizational LeadershipDoctor of Education

(Ed.D.), Organizational Leadership

2013 - 2016

Newcastle University

Master of Arts (M.A.), Applied LinguisticsMaster of Arts (M.A.), Applied Linguistics

2006 - 2007

Vanguard University of Southern California

Bachelor of Arts (B.A.), Communication and Media StudiesBachelor of Arts (B.A.),

Communication and Media Studies

2004 - 2006