Environmental Studies 193PS
The Art of Public Speaking for the Environment
University of California, Santa Barbara
Winter 2018

Time: Wednesdays 3:00-5:50pm
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ES Seminar Room: Bren 4016 (4L)
Office: Bren 4021
Office Hours: Wednesdays 1:00-2:30pm
& by appointment

Official Course Description:

A one-time course on a special area of interest in environmental studies, ENVS 193PS introduces students to the art of public speaking on environmental, climate justice and sustainability issues. Throughout the quarter students develop and deliver talks of various formats, ranging from short elevator speeches and idea pitches to persuasive appeals and longer presentations. Students explore content, technique, style and mindset with weekly practice in small group and full class presentations.

Welcome to ES193PS, The Art of Public Speaking for the Environment! And congratulations on taking this very important step on your journey as a force of nature and a force for nature!

It’s a great pleasure to spend a quarter with you, supporting you in honing your voice and stage presence as you cultivate your personal ‘visionary public identity’ as a speaker on environmental, environmental justice, climate justice and sustainability issues. This quarter we’ll explore how to speak with clarity and credibility. We’ll also experiment with how best to present the challenging complex issues of our day in ways our audiences will find compelling and irresistible. Finally, each of you will set goals and chart a course for the unique personal growth and transformational leadership development pathway that will help you to become a better public speaker!

The class will be hands on, and you will be asked to engage your full being (body, mind, spirit) and bring your best self and your whole self to the class. You’ll also be asked to practice compassionate, respectful communication with and be a helpful compatriot and co-collaborator for all your fellow classmates. Are you ready? Let’s do this!

For this class to be successful, your participation is essential, both in class and at home practicing your public speaking skills out loud, in front of the mirror, with others, on video, etc.
This means that:

a) It is essential that you attend all the class sessions; and

b) It is essential that you complete ALL the course readings and online activities (visiting websites, watching ALL videos, etc.) prior to class sessions

If you are not committed to or anticipate being unable to attend the course sessions, and keep up with the at-home practice, course reading and online preparatory assignments, this is not the class for you. Please consider this carefully. Obviously emergencies, illness and other life challenges occur, and makeup opportunities for some missed work can be arranged, but this is the exception and not the rule. We have just nine precious weeks together this quarter to make wonderful things happen, and I want us to make the most of it!

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The Process: Content ♥ Intent ♥ Style ♥ Mindset

All quarter we will pursue excellence in the realm of public speaking with a focus on four areas: Content, Intent, Style, and Mindset:

**Content:** Here we address the details of what you actually say, the particular turn of phrase, the messages and frames you use, the words you choose. This also includes what you don’t say, and the way you wield space and pauses as you go.

**Intent:** Getting grounded in your intentions is an essential aspect of public speaking. What do you want the audience to think and feel, experience and remember, believe and do as a result of hearing you? How might the world be different for them and for the rest of the human and more-than-human world as a result of them heeding your words? So we must understand some basics of strategic communications, and we must know our audience and their thinking on the issue to date. We must recognize the political, social and cultural context in which we are communicating, and we must be clear on our Big Why. Not just why we are communicating with this audience, but also why, in a deeper sense, taking a long view, are we called to make this kind of a communication at all. Why are we the messenger, and why now with these folks? Is this a moment to share new information, remind them of something, empower them, counter a misconception, connect the dots, do some radical truth telling, call them to action, inspire them, or some combination thereof. Before we practice the art of public speaking, we want to be crystal clear on the question “Why am I talking?”
Style: There is what you say, and there is how you say it. This course is about cultivating your unique personal style, working with what you have to become ever more compelling. We’ll address all the basics of how you look and how you sound, including body language, facial expressions, what to do with your hands, vocal tone, intonation, cadence and rhythm.

Mindset: It is said that ‘Attitude is everything’. In this class you’ll develop tools and tricks you need to step into your ‘Visionary Public Identity’ and communicate with confidence, grace and impact. This includes multi-tracking skills, developing your ‘readiness’, managing personal ecology and internal dialogue, affirmation, state-shifting, cultivating and maintaining energy and emotion throughout the duration of your talk (and beyond!)

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Readings and On-line Exercises:

We’re using two required texts this quarter, as well as a series of required articles and readings, videos and online activities in GauchoSpace. Online exercises will consist of an array of leadership development and personal growth inquiries, as well as online video submissions.

The first text is on the craft of public speaking:
Compelling People: The Hidden Qualities That Make Us Influential, by John Neffinger and Matthew Kohut, Hudson Street Press, 2013

The 2nd text will serve as your guide in choosing a topic(s) for your various talks:

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Grading:

What if the stress of a grade wasn’t hanging over your head? What if there was no curve? What if you were safe knowing extraverts wouldn’t be privileged over introverts? What if you were evaluated on your authentic efforts to grow and mature as a thought leader, and on your attempts to overcome blocks, not on how smooth a talker you were at the front of the room? Welcome to this class! There will be letter grades, yet when you show up and do the work, an A is possible! We’ll learn the art of giving and receiving feedback and you’ll get that from me and your classmates, and grading will be based on doing the work and making the effort, not on whether or not you are ready for an Academy Award nomination!
Week at a Glance:

**Week 1, Wednesday January 17th:**
Welcome, Course Overview, Community Agreements, Introductions, Conocimiento

**Week 2, Wednesday January 24th:**
Check ins, Go Round, Basic Tips and Tools, Rounds of Rants

✔️ For class:
  - Read articles and book chapters, and watch videos
  - Read Chapters 1 and 2 (The Big Idea and The Hand You Are Dealt) in Compelling People
  - Choose one or two topics you’ll focus on this quarter out of Drawdown
  - Prepare a 90-120 second rant on any **relevant** topic of your choice

**Week 3, Wednesday January 31st:**
Check ins, Go Round, Intro to Persuasive Speeches and Ignite Talks

✔️ For class:
  - Read articles and book chapters, and watch videos
  - Read Chapter 3 (Playing the Hand) in Compelling People
  - Prepare a three-minute anecdote to share explaining why you chose the Drawdown topics you selected
  - Print out and bring your Letter from the Future!

**Week 4, Wednesday February 7th:**
Check ins, Go Round, Elevator Pitches & Idea Pitches

✔️ For class:
  - Read articles and book chapters, and watch videos
  - Finish Compelling People (Strength and Warmth and Epilogue)
  - Prepare a 90 Elevator Pitch or Idea Pitch based on your chosen topic from Drawdown
Week 5, Wednesday February 14th:

Opening Round - Live at Theater 4016 - Group 1 (Persuasive Speeches or Ignite Talks)

✓ For class:
  o Read articles and watch videos
  o Work on your Persuasive Speeches or Ignite Talks
  o Craft S.M.A.R.T Goals/Reflections (due the session after your talk)

Week 6, Wednesday February 21st:

Opening Round - Live at Theater 4016 - Group 2 (Persuasive Speeches or Ignite Talks)

✓ For class:
  o Read articles and book chapters, and watch videos
  o Work on your Persuasive Speeches or Ignite Talks
  o Craft S.M.A.R.T Goals/Reflections (due the session after your talk)

Week 7, Wednesday February 28th:

Personal Narrative - Story of Self, Us and Now

✓ For class:
  o Read articles, and watch videos
  o Craft your Public Narrative Story of Self
  o Work on your Persuasive Speeches or Ignite Talks

Week 8, Wednesday March 7th:

Closing Round - Live at Theater 4016 - Group 1 (Persuasive Speeches or Ignite Talks)

Week 9, Wednesday March 14th:

Closing Round - Live at Theater 4016 - Group 2 (Persuasive Speeches or Ignite Talks)

REFLECTIONS Final Video, Due Friday March 16th by 6pm: (Instructions in Gaucho Space)

Evaluation: Each week’s activities (weeks 1-8) worth 10% of your grade, reflections worth 20%.
How We Roll:

In my classroom I believe: Black Lives Matter; Women’s Rights Are Human Rights; No Human is Illegal; Science is Real; Love is Love; and, Kindness is Everything! All students have the right to learn and participate in a classroom environment free of intimidation, harassment, and discrimination based on characteristics such as gender, race, age, sexual orientation, disability, religious or political beliefs and affiliations. I will address any related issues that surface immediately; please help me to cultivate a positive classroom environment by communicating any concerns that you have. I also invite us all to cultivate a collaborative learning environment together in these powerful times. My invitation is to co-create ‘brave space’ in the classroom.

Invitation to Brave Space - By Micky ScottBey Jones

Together we will create brave space

Because there is no such thing as a “safe space”

We exist in the real world

We all carry scars and we have all caused wounds.

In this space

We seek to turn down the volume of the outside world,

We amplify voices that fight to be heard elsewhere,

We call each other to more truth and love

We have the right to start somewhere and continue to grow.

We have the responsibility to examine what we think we know.

We will not be perfect.

This space will not be perfect.

It will not always be what we wish it to be

But

It will be our brave space together,

and

We will work on it side by side