

SPEECH COMM / PUBLIC SPEAKING -- COMM 1315

Fall 2014

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Writing Center:

Course meeting schedule:

Course description: This course is an introduction to speech communication, emphasizing the practical skill of public speaking, including techniques to lessen speaker anxiety and the use of visual aids to enhance speaker presentations. Civility and ethical speech-making are the foundations of this course. Its goal is to prepare students for success in typical public speaking situations and to provide them with the basic principles of organization and research needed for effective speeches.

Learning Outcomes (LO)

Upon successful completion of this course, students will:

1. Recognize and understand the foundational models of communication.
2. Apply elements of audience analysis.
3. Demonstrate ethical speaking and listening skills.
4. Research, develop and deliver extemporaneous speeches with effective verbal and nonverbal techniques.
5. Demonstrate effective usage of technology when researching and presenting speeches.
6. Understand how culture, ethnicity, and gender influence communication.
7. Develop proficiency in presenting a variety of speeches as an individual or group (e.g. narrative, informative, or persuasive).

Core Objectives (CO)

Introduction to Public Speaking addresses the following core objectives to ensure students develop the essential knowledge and skills they need to be successful in college, in a career, in their communities, and in their lives. The core objectives meet the Texas Core Curriculum objectives for the Communication Foundational Component Area

- Critical Thinking Skills - to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
- Communication Skills - to include effective development, interpretation and expression of ideas through written, oral and visual communication
- Teamwork - to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
- Personal Responsibility - to include the ability to connect choices, actions and consequences to ethical decision-making

Learning Outcomes	CO	Assessment Methods	Criteria/Targets
Recognize and understand the foundational models of communication.	COM	Assess self-introduction speech	At least 80% of COMM 1315 students will receive an evaluation of acceptable or better
Apply elements of audience analysis.	CT	Assess informative speech and persuasive speech	At least 80% of COMM 1315 students will receive an evaluation of acceptable or better
Demonstrate ethical speaking and listening skills.	COM/PR	Assess persuasive speech	At least 80% of COMM 1315 students will receive an evaluation of acceptable or better
Research, develop and deliver extemporaneous speeches with effective verbal and nonverbal techniques.	CT/COM	Assess impromptu speech	At least 80% of COMM 1315 students will receive an evaluation of acceptable or better
Demonstrate effective usage of technology when researching and presenting speeches.	CT/PR	Assess speech analysis	At least 80% of COMM 1315 students will receive an evaluation of acceptable or better
Understand how culture, ethnicity, and gender influence communication.	CT/TW	Assess special occasion speech and speech analysis	At least 80% of COMM 1315 students will receive an evaluation of acceptable or better
Develop proficiency in presenting a variety of speeches as an individual or group (e.g. narrative, informative, or persuasive).	TW/COM/PR	Assess team speech	At least 80% of COMM 1315 students will receive an evaluation of acceptable or better

Required text

A Pocket Guide to Public Speaking, 3rd edition, by O'Hair, Rubenstein, and Stewart. Bedford St. Martins.

Suggested texts

American Psychological Association. (2009). *Publication manual of the American Psychological Association* (6th ed.). Washington, D. C.

Also: Webster's New Collegiate Dictionary, *The Word* by the Associated Press, *The Elements of Style* by William Strunk Jr. (available online), *Words on Words* by John B. Bremner, *When Words Collide* by Lauren Kessler and Duncan McDonald.

Tests & Assignments (1,000 possible pts; divide overall score by 10 to determine grade)

- 1 Midterm exam that covers readings and lectures (100 points)
- 1 Self-introduction speech (100 points)
- 1 Impromptu speech (50 points)
- 1 Informative speech (200 points)
- 1 Persuasive speech (200 points)
- 1 Special occasion speech, 100 points
- 1 Team speech, 200 points
- 1 Speech analysis (outside classroom, 50 points)

Grading: Grading of tests and assignments is done on a points system: an A+ is a 99, an A is a 95, an A- is a 91, etc. All assignments must be typed and presented in standard professional formats using assignment guidelines. Use of word processing to facilitate revisions is strongly advised. Do your own work; university policies regarding plagiarism will be rigidly enforced. It is the student's responsibility to keep up with readings, assignments, tests, classes and grades. UHCL uses the plus / minus step grading scale (except for A+)

Incompletes: A grade of "I" is given *only* in cases of documented emergency or special circumstances late in the semester, provided that you have been making satisfactory progress. A grade contract must be completed. Contact Student Advising for "Incomplete" contracts.

Americans with Disabilities Policy Statement

The Americans with Disabilities ACT (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities be guaranteed a learning environment that provides for reasonable accommodation. Please see your instructor or faculty adviser to learn what services are provided by the university.

Academic Dishonesty

We expect all class members to comply with UHCL policies regarding scholastic dishonesty and other issues outlined in the official student rules. As a professional in any communication field, plagiarism harms the credibility of the profession as a whole. Plagiarism of any sort could result in a 0 for the assignment and other sanctions. Cheating on news quizzes will not be tolerated.

Absences and Late Work

Tests and class assignments can be made up with a university-excused absence only and must be

arranged within three days of the absence. See the official student rules for clarification of excused absences. "Late" is defined as six hours past a given deadline. According to communication program policy, late assignments lose 10% of their grade value for every day the assignment is late. Students with more than three unexcused absences will suffer grade penalties.

Classroom Presentations & Civility

On speech days, kindly remember to listen at the classroom door before entering.

Warning: Never, never, never enter my classroom while a student or guest is speaking. This is a simple matter of civility and good manners.

Use of Language

The use of language appropriate to a distinguished institution of higher education is the standard used in this classroom, as well as those commonly-accepted rules of ethical conduct and civilized behavior which preclude wasting anyone's time or degrading anyone because of race, ethnicity, sex, sexual orientation or physical appearance.

ASSIGNMENTS

Speech analysis: Analyzing speeches by others will help you learn what works and doesn't in a speech and accelerate your growth as an effective speaker. Using the speech evaluation criteria presented in your text and class handouts, you will analyze an outside speech (from TED or Toastmasters) on such factors as the speaker's success in achieving the objective for the speech (to motivate, persuade, inform or entertain), the content and organization of the speech, the delivery skills and techniques used, visual aids, non verbal cues, use of stage area, vocal variety, language, and connection to the audience. This assignment will be completed outside of class.

LO 5 & 6; CO – CT, PR, TW

Self introduction speech: Your first in-class speech assignment will give you a chance to "break the ice" with your colleagues in the audience. Begin your speech by introducing yourself (name, year, major and hometown at least). Then proceed in one of the following directions: A) Bring in an object that represents who you are or would like to be. Then tell us how it represents you. B) Tell us the story of a moment in your life when you knew you were "your own best self." Pick a challenge that you overcame and tell us how you managed that. C) Describe a new or unusual event that occurred on your birthday. (Go to the library and research what happened on the day you were born.) **4-5 minutes**

LO 1; CO - COM

Impromptu speech: Sometimes in life you'll be asked to stand up and make a few comments. This impromptu speech assignment will help prepare you for such occasions. You will receive a topic at random and then have five minutes to prepare a speech about the meaning or relevance of that topic. Focus on three points you want to make about the topic. Organize your thoughts, so you can move through them efficiently in the time you have. **1-2 minutes**

LO 4; CO – CT, COM

Informative /demonstration speech: The purpose of this speech is to inform the audience about some person, object, process, concept or event. It is expository in nature, not persuasive. At the end of your speech, your audience should have a neutral view of the topic you selected or a clear idea of how to perform a particular task you have demonstrated for them. Submission of a written outline and bibliography is required with your speech. The use of an audience analysis survey and visual aid is optional, but recommended. **4-5 minutes**

LO 2; CO - CT

Persuasive speech: This speech assignment requires you to persuade the audience *for or against* a question of policy. You will perform an audience analysis on your topic before you give your speech. Based on the analysis you will choose the most effective organizational pattern. Critical thinking skills are essential here. You must anticipate contradictory arguments and refute them while avoiding fallacies in reasoning. Submission of a written outline, audience analysis and bibliography is required. Use of a visual aid is highly recommended. **4-5 minutes**

LO 2 and 3; CO – CT, COM, PR

Special occasion speech: This assignment prepares you to fulfill the objectives of a designated special occasion. You may choose from the following options: (1) an “after-dinner” speech, using an imaginary professional career as the basis for the speech; (2) a commemorative speech (a speech of tribute to a person, group of people, an institution or an idea) or (3) a “grand narrative” speech - using a narrative to tell a family story that has been passed down to you which contains a particular moral or cultural insight. **2 to 4 minutes**

LO 6; CO – CT and TW

Team speech: In your professional career, you will likely be asked to work with others to provide a coordinated, effective group presentation. This assignment requires you to create a new product or service for the audience and encourage them to purchase it using a team speech that includes informative and persuasive techniques. You may not use a product or service that currently exists and it must fall within the boundaries of good taste. Additionally, it must be ethically-based. In other words, you may not promote something illegal or unethical (e.g. underage drinking or stealing).

This is not a string of individual speeches. You will need to work with others on your team to build on a central idea and push that idea forward in a cohesive manner. Every member of the team must have an equal speaking part and every member of the group must contribute an equal amount of time and energy to the process. You will be expected to work with your team outside of class to prepare and rehearse your speech before giving it in class. An outline, audience analysis, bibliography and PowerPoint presentation is required. **5-6 minutes**

LO 7; CO – TW, COM, PR

Late Speeches:

It is your responsibility to make sure you are in class regularly both to give your speeches and to be a valuable audience member for your classmates as they are giving theirs. If for any reason you must miss class on a speech presentation day, let me know in advance. If the absence is excused, I will arrange for you to make up the missed speech on the following speech presentation day. Failure to make up the missed speech on the following speech presentation day will result in a grade of zero for the missed speech.

Schedule

<u>Week</u>	<u>Topic</u>	<u>Reading</u>
Week 1:	Introduction to public speaking	Chap 1
Week 2:	Speech development and organization	Chaps 2 and 3
Week 3:	Speech organization and outlining	Chap 3
Week 4:	Starting and finishing, delivery	Chap 4 and 5
Week 5:	Types of speeches, citations, presentation aids	Chap 6 and 7, appendix
Week 6:	Self-introduction speeches	
Week 7:	Impromptu speeches (MIDTERM EXAM)	
Week 8:	Informative speeches	
Week 9:	Informative speeches	
Week 10:	Persuasive speeches	
Week 11:	Persuasive speeches	
Week 12:	Special occasion speeches	
Week 13:	Thanksgiving Break	
Week 14:	Team speeches (outside speech analysis due)	
Week 15:	Team speeches	

DATES & MATERIAL COVERED SUBJECT TO CHANGE