WELCOME TO SPCH 1315

Greetings Students,

Welcome to Public Speaking! I am certain that this semester will present a memorable experience for us all. I thrive on challenges and new opportunities and I’m glad to share the unique experience of watching each of you develop as competent communicators in your personal and professional lives. The ability to communicate is an essential skill that employers require of their employees. Therefore, I hope that each of you will gain something of value from this course. Likewise, I want each of you to improve your public speaking skills—for this will give you more confidence when going on a job interview or making an impromptu presentation. I want to emphasize that education is not only important for obtaining your dream job, but to sharpen your critical thinking skills in an effort to transform your community.

There are a range of academic objectives that we will cover in this course. For many of you written and verbal communication will come natural, while for others it will take time for you to find your rhythm. However, as the instructor of this course I want to foster an on-line environment that is team-oriented and conducive to learning. With this in mind, let’s co-create knowledge this semester—that means that I want to learn just as much from you, as you learn from me. The work in an online speech course can be challenging, but I believe in each of you and I wish you great success in this course and for the future!

Prof Walker/ Prof. K
Instructor: S. Ke’shun Walker  Communications Office #: 972.860.4660
Email: swalker@dcccd.edu  Communications Office: B-307
Campus Office Hours: MW: 7:45-8:45 am and 12:30-1:00 pm, TR: 7:45-8:45 am; Online Office Hours: By appointment

COURSE DESCRIPTION

SPCH 1315 Public Speaking (3 credits): An introductory course to develop the student's skills, knowledge, and understanding of the public speaking process. Topics include the principles of reasoning, audience analysis, collection of materials, outlining, and delivery. Emphasis is on the oral presentation of well-prepared speeches, using computer technology when appropriate. (This is a DCCCD Core Curriculum course.)

SPCH 1315 Required Prerequisites: In order to be successful in this course, you must possess college-level skills in reading, writing, and speaking. If you are in doubt about your skill level, please contact your instructor.

• College-Level Reading is the ability to analyze and interpret books, articles, and documents.
• College-Level Writing includes the ability to develop and organize your ideas and use correct words and vocabulary.

SPCH 1315 Core Objectives (COs): Through the Texas Core Curriculum, students will gain a foundation of knowledge of human cultures and the physical and natural world, develop principles of personal and social responsibility for living in a diverse world, and advance intellectual and practical skills that are essential for all learning.

• CO #1 Critical Thinking Skills is the ability to demonstrate creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information.
• CO #2 Communication Skills is the ability to demonstrate effective development, interpretation and expression of ideas through written, oral, aural, and visual communication.
• CO #3 Teamwork is the ability to consider different points of view and to work effectively with others to support a shared purpose or goal.
• CO #4 Personal Responsibility is the ability to connect choices, actions and consequences to ethical decision-making.

SPCH 1315 Student Learning Outcomes (SLOS): Upon completion of this course, you will be able to:

• SLO #1: Demonstrate an understanding of the foundational models of communication.
• SLO #2: Apply elements of audience analysis.
• SLO #3: Demonstrate ethical speaking and listening skills by analyzing presentations for evidence and logic.
• SLO #4: Research, develop, and deliver extemporaneous speeches with effective verbal and nonverbal techniques.
• SLO #5: Demonstrate effective usage of technology when researching and/or presenting speeches.
• SLO #6: Understand how culture, ethnicity, and gender influence communication.
• SLO #7: Develop proficiency in presenting a variety of speeches as an individual or group (e.g. narrative, informative, or persuasive).
REQUIRED MATERIALS (Needed First Day of Class)

  (ISBN: 978-0-190-45732-7) The following are some options for securing this required textbook:
  1. Follett Bookstore at Brookhaven College (Located in S Building; Room S-238; 972.484.7652)
  2. Brookhaven’s Textbook Semester Loan Program
     - This program is partially funded through faculty donations and is operated by the Brookhaven Librarians. Through this program, you can **borrow** a textbook for the full semester and then return it at the end of the term for someone else to use.
     - It operates on a first-come, first-served basis so start early in requesting your books by completing the Textbook Loan form. ([https://www1.dcccd.edu/bhc/textbook-loan/index.cfm](https://www1.dcccd.edu/bhc/textbook-loan/index.cfm))
  3. Brookhaven Library (Located in L Building, L-200)
     - There are copies of the textbook on reserve at the Circulation Desk for use in the Library.

- **Open Book Information (Optional):** In addition to potentially earning additional points on required assignments for exemplary quality work (at the sole discretion of the instructor), extra credit points may be earned by participating in Service Learning, or the Open Book Station Eleven.

- **Additional materials needed:**
  - Reliable Internet Connection and a laptop or PC
  - Microsoft Word and Microsoft Power Point
  - Adobe PDF Reader
  - It is highly recommended to have a flash drive to keep save your speech documents.

REQUIRED SKILLS

A successful student in this course exhibits college-level skills in reading, writing, and speaking. If you are in doubt about your skill level, please contact me, Prof. Walker.

- **College-Level Reading** is the ability to analyze and interpret books, articles, and documents.
- **College-Level Writing** includes the ability to develop and organize your ideas and use correct words and vocabulary. **Grading Policy:** All answers must be written using grammatically correct, complete sentences and NOT phrases or “text-like messages.” The highest grade that can be earned on any written assignment is 60% if it is not understandable due to poor grammar or if the ideas are not adequately developed and organized. Points will also be deducted for careless errors in spelling, punctuation, and capitalization.
- **College-Level Speaking** is the ability to communicate orally in clear, coherent, persuasive language appropriate to the purpose, occasion, and audience. It includes acquiring poise and developing control of language. Standard North American English must be used when delivering a speech. **Grading Policy:** If the content of your speech is unintelligible due to poor English pronunciation, grammar/syntax, word choice, and/or articulation, **no credit** will be earned for the speech and corresponding assignments.
SPEECH REQUIREMENTS and GRADING POLICIES

Camera Requirements
A video camera is required that can record your speech in a format that can be uploaded to YouTube. You may need to secure a video camera because your cell phone, iPad, or computer’s camera and microphone may not be powerful enough to adequately record your voice from several feet away.

Camera Placement
Position the camera behind or in your audience so it is recording your speech from the audience’s viewpoint. This will make it easier for you to have good eye contact with both your live audience and camera audience.

Audience Requirements
All speeches (except the TeamMatch.com assignment) must be presented in front of three adults (no minors and pets). Before you begin your speech, have the camera person pan the audience to certify that there are three adults present. You be wondering why you are required to have an audience especially for an online class. This is a communication course (not a broadcasting or mass media class) and delivering a speech to a camera is a very different experience than delivering a speech to a live audience. Our educational objective is the latter, not the former. **No credit is earned for speeches not delivered in front of three adult audience members so start now to find your three audience members.**

Continuous Recording
The recording of your speech should be completed in one take with no starts and stops. This means that there should be no break in the recording from panning your audience to the end of your speech. **No credit will be earned if your speech recording has been stopped, started, or edited.**

All Speech Assignments Required
There are several assignments in a speech unit, e.g., outline, practice sessions, speech, and critiques. All speech assignments in the unit must be completed in order to earn credit. For example, if the outline and visual aids are completed and the speech is not delivered or the audience includes only two adults, **then no credit is earned for ALL assignments.** This policy is to ensure that the speeches are delivered since these assignments work together to meet the Student Learning Outcome #4 of “developing, researching, organizing, and delivering a formal public speech.”

Unless otherwise specified, all speech packages should be submitted with a final outline, PowerPoint, reference pages of all sources used, and a video recording of the speech. **Each speech will require an audience of at least 3 people that must be visible during the taping of the video or points will be deducted.**

You are strongly encouraged to make sure the PowerPoint is visible at all times during the video recording, if for some reason this is not possible, the PowerPoint should be visible at least 80% of the total time of your speech. The rubric for each speech lists the criteria on which you will be graded. There will be four speeches: 1) an introductory speech (TeamMatch.com Speech), 2) an informative speech, 3) a persuasive speech, and 4) a special occasion speech.

Extemporaneous Speaking Style Requirement
Advance preparation is the key to effective public speaking. Therefore, a typed outline and practice sessions (except for the TeamMatch.com assignment) need to be completed prior to delivering your speech. All speeches must be given using an extemporaneous style of delivery; therefore, reading your notes and not looking at your

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audience is not acceptable. If you read your speech or rely too heavily on your notes, the highest grade you can earn is a 60%.

GENERAL CLASS POLICIES

Participation Policy
Since this is an online class, no on-campus attendance is required. Therefore, students are expected to log in and participate actively and frequently via eCampus. Try to check emails daily and access the class at least 3 times a week. You must show participation in this class by the stated calendar due date.

Certification
You must attend and participate in your online course in order to receive federal financial aid. Your instructor is required by law to validate your attendance in your on-campus or online course in order for you to receive financial aid. You must participate in an academic related activity pertaining to the course but not limited to the following examples: initiating contact with your instructor to ask a question about the academic subject studied in the course; submitting an academic assignment; taking an exam; completing an interactive video; participating in computer-assisted instruction; attending a study group assigned by the instructor; or participating in an online discussion board about academic matters relating to the course. In an online course, simply logging in is not sufficient by itself to demonstrate academic attendance. You must demonstrate that you are participating in your online class and are engaged in an academically related activity such as in the examples described above.

For this course, the TeamMatch.com Speech must have been attempted, competed, and submitted for grading prior to (before) the certification date of August 31, 2019. Please refer to the course calendar for the assignment due date. Failure to complete and submit all required certification assignments due prior to the stated date will prevent you from being certified and will affect your financial aid. Additionally, initiating participation in the course after the certification date will not change your previously reported certification status.

Technology (Online Assignments):
Assignments are DUE as outlined in the course calendar. Waiting until the last minute can be problematic as issues may arise with computers. Experiencing technological difficulties or not having access to a computer are not acceptable reasons for missing assignment deadlines. Students should plan in advance to complete assignments—the Brookhaven College Library and local public libraries are good resources—please use them!

Additionally, remember that the layout of this course allows you to submit assignments early—use this to your advantage!

Academic Honesty Statement
Scholastic dishonesty is a violation of the Code of Student Conduct. Scholastic dishonesty includes, but is not limited to, cheating on a test, plagiarism, and collusion. As a college student, you are considered a responsible adult. Academic dishonesty includes, but is not limited to, cheating on tests, plagiarism and collusion. Cheating includes copying from another student’s test or homework paper, using materials not authorized, collaborating with or seeking aid from another student during a test, knowingly using, buying, selling, stealing, or soliciting the
contents of an unadministered test, and substituting for another person to take a test. **Plagiarism** is the appropriating, buying, receiving as a gift, or obtaining by any means another’s work and the unacknowledged submission or incorporation of it in one’s own written work. **Collusion** is the unauthorized collaboration with another person in preparing written work for fulfillment of course requirements. **Academic dishonesty** is a serious offense in college. You can be given a failing grade on an assignment or test, can be failed for the class, or you can even be suspended from college.

**Classroom/Online Etiquette**
This course may cover sensitive material; therefore, please make every effort to respect others. Disagreements are allowed and are to be expected but should focus on ideas rather than the individual who expresses them. Students are encouraged to contribute their perspectives and insights to class discussions; however, offensive, abusive or threatening language and remarks related to racial and ethnic background, sexual orientation, gender, gender presentation, religious groups, and other ascribed statuses will not be tolerated.

**Email Etiquette**
Emails are a constant in the academic and professional worlds. Therefore, it is important that you practice proper email etiquette at all times.

I value your time and my own. Most emails will receive a response within 24 hours. Therefore, if you have a time sensitive question, you will not want to procrastinate in contacting me. With that said, when emailing the professor, you are expected to do the following to assure the most efficient response time:

- Begin with a greeting or salutation. This is both professional and courteous.
- Use Standard American English and proper grammar, punctuation, and spelling.
- All subject lines for this class should include your name and the course level and section, e.g. First Name Last Name SPCH 1315-2140X
- Never type in all uppercase letters; this is usually interpreted as yelling and an aggressive tone.
- Use courteous language and tone; write professionally—all college writing is business formal, not something you send to friends or family.
- Sign your name at the bottom of the email. Again, this is both professional and courteous.
- Emails concerning course grades will not be responded to unless the student has emailed the instructor from a DCCCD student Outlook account.

**A Note on Emails**: Emails not adhering to the email expectations for this course may be returned with the request to meet expectations before a response is given. Once email expectations are met, the instructor will respond appropriately. Emails not including a subject line may not be responded to or opened due to virus and spam concerns. Following instructions the first time will result in the student receiving a faster response. 😊

**Late Assignment Policy and Make-up Policy**
**Late work will not be accepted or graded.** Infrequent exceptions may be granted, *at the instructor’s sole discretion*, in the event of documented emergencies or extenuating circumstances such as unplanned medical treatment or incarceration. In these cases, contact me by email at swalker@dcccd.edu. Late assignments will
not be accepted unless you have contacted me PRIOR to the due date AND an extension has been granted. If an assignment is received late, zero points are earned.

Feedback
You are encouraged to post your questions in the Class Café Discussion Board or email me as many times as is necessary to fully understand the assignment BEFORE it is due. To be successful in this course, it is recommended that you complete your assignments early so you have time to discuss any issues prior to the due date. Graded assignments cannot be resubmitted for a higher grade; however, I will gladly provide feedback on any assignment 72-hours prior to the due date.

Submit Assignments using Acceptable File Formats
Submit assignments as Microsoft Word-compatible attachments (e.g., file names with .docx, .doc, or .rtf are acceptable). Please do not submit assignments with file names containing .pdf, .wps, .odt, .txt, .pages, .gdoc (Google docs). Any file type not compatible with Blackboard cannot be opened; therefore, cannot be graded and no credit will be earned.

Incompletes
Incompletes will not be given for this course.

GRADING SCALE and CLASS CALENDAR

The Final Course Grade is based on the total number of points earned according to how well the assignments are completed. The required assignments are worth 1,000 possible points. You have access to your Grade Book 24/7 so you will know how you are doing at any point in the semester. The following is the formula to calculate your grade:

Step 1: [Take the # of points you have earned] ÷ [total possible points of current assignments] = Your Answer
Step 2: [Take Step 1 Answer] x [By 100] = Your Grade

135 ÷ 150 = 0.9 \rightarrow 0.9 \times 100 = 90 \text{ points} = “A” according to the Grading Scale Below

NOTE: If additional assignments’ due dates have passed, you would need to add your total number of points earned by the total number of points available at that point in the semester.

<table>
<thead>
<tr>
<th>Grading Scale Based on 1,000+ Possible Points</th>
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<tbody>
<tr>
<td>900 - 1,000+ Points = A</td>
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<tr>
<td>800 - 899 Points = B</td>
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<tr>
<td>700 – 799 Points = C</td>
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<tr>
<td>600 – 699 Points = D</td>
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<tr>
<td>0 - 599 Points = F</td>
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<td>No Participation after Drop Date = N</td>
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Please note that if more than 300 points are lost, then this class cannot be passed with a grade higher than a “D.”
OVERVIEW OF ASSIGNMENTS

UNIT 1 Orientation (35 points)
- **Orientation Quiz**: Identify the class policies and how to navigate this course.
- **Team Match Speech**: Deliver a speech introducing yourself to potential team members.
- **Choose Team Members**: Watch the Team Match Speeches and find compatible classmates who will become your team members for the semester.

UNIT 2 Foundations of Public Speaking (70 pts)
- **Reading Assignments**: Read Chapters 1-3 and 6 of the text.
- **Foundations of Public Speaking**: Examine communication competence and the art of public speaking.
- **Getting Attention**: Examine challenges to gaining an audience’s attention.
- **Chapter Quizzes**: Assess your understanding of the material covered in chapters 1-3 and 6 of the text.

UNIT 3 Informative Speaking (220 pts)
- **Reading Assignments**: Read Chapters 4-5, 7-11, 14 & Appendix A of the text.
- **Choosing a Topic**: Brainstorm topics for the informative speech and analyze your audience.
- **Informative Speech Outline**: Compose an outline for a speech in which you share information on the topic of your choice with your team members.
- **Informative Speech Visual Aid**: Compose a PowerPoint presentation for a speech in which you share information on the topic of your choice with your team members.
- **Informative Speech**: Deliver and record your speech in front of three adult audience members.
- **Informative Speech Critiques**: Evaluate your speech and your team members’ speeches.
- **Chapter Quizzes**: Assess your understanding of the material covered in chapters 4-5 and 7-11 of the text.

UNIT 4 Working Together: Becoming Critical Thinkers (285 points)
- **Reading Assignments**: Read Chapters 12 and 13 of the text.
- **Signature Assignment**: This is a department assignment in which you will compose a short essay to assess the core competency, personal responsibility.
- **What Would You Do?**: Share your personal motto and decision from the Signature Assignment with your team.
- **Team Contract**: This assignment is an opportunity for each team to create a binding agreement on how your team will complete the team project. The Team Contract includes a series of questions that you will individually answer and post in your Team DB. Then the team will collaborate and discuss everyone’s ideas for each rule and compose a final Team Contract that everyone will sign and post in the Team DB.
- **Persuasive Claims Analysis**: This is an individual assignment that will be used to create your Team PPT Project. Your assignment is to identify argument, reasoning, and evidence (and common fallacies) in advertisements, movies, and/or television programs that your Team chose and individually analyze the concepts from the list provided that can be found in the textbook.
- **Team PPT Project**: Your team’s task is to create a PPT presentation based on the concepts that were analyzed in each member’s Persuasive Claims Analysis assignment.
- **Peer Evaluations**: Each team member will evaluate the other team members’ contributions to the Team PPT Project.
• Chapter Quiz: Assess your understanding of the material covered in chapters 12 and 13 of the text.

UNIT 5 Persuasive Speaking (215 pts)
• Reading Assignments: Read Chapters 15, 16 & Appendix B of the text.
• Persuasive Speech Analysis: View and analyze persuasive speeches to assess their effectiveness.
• Audience Analysis Opinion Survey: Create a survey to help you poll and analyze your audience.
• Persuasive Speech Outline: Compose an outline for a speech in which you attempt to persuade on the topic of your choice with your team members.
• Persuasive Speech Visual Aid: Compose a PowerPoint presentation for a speech in which you attempt to persuade on the topic of your choice with your team members.
• Persuasive Speech: Deliver and record your speech in front of three adult audience members.
• Persuasive Speech Critiques: Evaluate your speech and your team members’ speeches.
• Chapter Quiz: Assess your understanding of the material covered in chapters 15 and 16 of the text.

UNIT 6 Special Occasion Speeches (175 pts)
• Reading Assignments: Read Chapter 17 of the text.
• Special Occasion Speech Outline: Compose an outline for a special occasion speech in which you share with your team members.
• Special Occasion Speech: Deliver and record your speech in front of three adult audience members.
• Special Occasion Speech Critiques: Evaluate your speech and your team members’ speeches.
• End of Course Reflection: Post in Team DB how you improved your communication skills this semester; then respond to your team members about their experiences.

COURSE CALENDAR (on next page)

HOW TO GET STARTED:
You will find the directions for the following assignments in the corresponding unit in eCampus, which will tell you where to submit assignments in one of the following places: (1) Corresponding Unit Folder, (2) Class Discussion Board (DB), (3) Team Discussion Board (DB)

*Grading Note #1: Class and Team Discussion Board assignments require both the posting and responses to earn credit. If only a post or response is submitted, then no credit is earned for the DB assignment.

*Grading Note #2: All speeches, with the exception of the TeamMatch speech, are two-part assignments. In order to earn points for the self and peer critiques, the speech presentation must be uploaded to the team discussion board on time or no credit will be earned. If only a critique is submitted, then no credit is earned for the entire assignment.

*Grading Note #3: IMPORTANT, this assignment must be completed to continue with this course AND be certified.

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<td>Login to eCampus</td>
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<td>Orientation Quiz</td>
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<td>Thu, Oct 17</td>
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### FALL 2019 IMPORTANT DATES

- Regular Semester Classes Begin: August 26 (M)
- Labor Day Holiday (Campus Closed): September 2 (M)
- Regular Semester Last day to drop without a "W" (Certification): August 31 (Sa)
- Last Day to Drop Course with a "W": October 4 (F)
- 8-Week Class Ends: October 17 (R)
- Last Day to submit grades through eConnect: October 21 (M)

### BROOKHAVEN COLLEGE POLICIES

For more information about the following institutional policies, go to Brookhaven’s Policies or https://www.Brookhavencollege.edu/syllabusaddendum:

- Drop/Withdrawal Policy
- Repeating This Course
- Stop Before You Drop
- Grade Reports
- Financial Aid Statement
- FERPA
- Financial Aid Certification of Attendance
- Institutional Equity
- International Students
- Concealed Carry
- Religious Holidays
- Weapons
- Academic Integrity
- ADA Statement
- Concealed Carry
- Religious Holidays
- Academic Integrity
- ADA Statement

If Accommodations are needed, students are responsible for notifying the Disability Support Services Department of their need for assistance. Students with documented disabilities, such as mobility impairment, hearing or visual impairment, learning, and/or psychological disorders are eligible for services. The Disability Support Services office is located in Building S, Room 136 and can be reached by telephone at 972-860-4673 or by email Brookhaven Disability Services. Students who have documentation on file with Disability Support Services should submit their paperwork to me by the first Friday of this class.

### INSTRUCTOR’S RIGHT TO MODIFY

**NOTE:** The instructor reserves the right to change (add, delete, revise) any class requirements and due dates as necessary to manage and conduct this class. The intent of the instructor is to promote the best education possible within prevailing conditions affecting this class. **If any changes are made, there will be written notification on the Announcements page in eCampus.**

You are responsible for contacting the instructor and seeking clarification of any requirement that is not understood in the syllabus.