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OFFICE #: W-278
OFFICE HRS: By appointment only

Part I: Basic Public Speaking Course Information

Course Description
This course introduces theories and principles of effective public speaking with emphasis on: audience analysis and adaptation, listening, organization, content development, use of language, and extemporaneous delivery. The course is designed to improve the student’s ability to research, organize, develop, and make presentations.

Course Goals & Objectives
The goal of this course is to help students become better communicators. We intend to teach students how to speak effectively in public. We intend to help students understand why some people are more effective and others are less effective as public speakers. In short, we seek to help students become better speakers and critics of public communication.

Student Learning Outcomes
By the end of Fundamentals of Public Speaking SPCH 1315, students should be able to:
1. Demonstrate an understanding of the foundational models of communication.
2. Apply elements of audience analysis.
3. Demonstrate ethical speaking and listening skills by analyzing presentations for evidence and logic
4. Research, develop and deliver extemporaneous speeches with effective verbal and nonverbal techniques.
5. Demonstrate effective usage of technology when researching and/or presenting speeches.
6. Identify how culture, ethnicity and gender influence communication.
7. Develop proficiency in presenting a variety of formal and informal speeches.

Be advised, syllabus assignments and due dates can be modified at any time by the course instructor.
Part II: Specific Information for this Course

**Required Text & Materials**

- A Package of White-Lined 3X5 Note Cards
- Folder or 3-ring binder
- USB Flash Drive (Optional)

**Classroom Etiquette**

Be sure that all cell phones and/or other electronic devices are turned off while in class. It is important to note that you will lose points if your cell phone or other electronic device disrupts another student’s presentation.

**Attendance Policy**

Attendance is important in order for you to be successful in the course. Points will be deducted from your daily participation grade when you are tardy to class. Also, it’s important to note that in-class participation activities will NOT be made up. Attendance is equally important on days when your peers present as you will be required to complete peer evaluations.

You are allowed 3 absences and 3 tardies during the academic semester. Your final course grade will be docked 10 points beginning with the fourth absence and then after. For this class, three tardies is equivalent to an absence. If you arrive to class more than 15 minutes late, you will be counted absent unless you have been granted permission to be late by the instructor. Leaving class early also equates as an absence unless the instructor has been notified of why you will be leaving early.

**Absences during Exams, Presentations, or Major Assignments**

If you are absent during an exam, presentation, or major assignment you can request to make up the assignment, if it is excusable. The only absences that will be considered excused are death in the family, a severe documented personal illness, religious holidays, and participation in Mountain View sponsored activities (e.g., intercollegiate sports). All doctors’ notes must be signed by the doctor on official letter-head/prescription pad. Notes that are not dated, signed, or verifiable will not be accepted. **It is the students’ responsibility to contact the instructor within 24 hours of the assignment due date to arrange a make-up.**

**Assignments**

1. **Introductory Speech (50 points)**

   In this speech you will introduce a classmate with general information (i.e., name, where they are from, major or expected major, etc.) and you will focus on unique facts about the person. Your instructor will give you the specific details for this assignment along with a rubric. Be sure to construct a speech that explains various aspects of your classmate’s personality, background, beliefs, or aspirations and logically organize it with an introduction, body, and conclusion.

   **Materials:** Note cards & Yourself
   **Time limit:** 2-3 minutes total. **Dress:** Casual

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*Be advised, syllabus assignments and due dates can be modified at any time by the course instructor.*
(2) Informative Speech (150 points)
Develop a speech informing the audience about an object, concept, process, or event. The speech should follow the guidelines for effective informative discourse presented in chapter 23 of the *Pocket Guide to Public Speaking* text. Use of a visual aid is required. A typed full-sentence preparation outline of the speech, including references (APA format), is due on the day you present. The outline must be typed in Times New Roman, 12 point font, with one inch margins on each side of the pages. The speech is to be delivered extemporaneously (half notes and half memorized) from a speaking outline.

**Materials:** Note cards, Outline, Visual Aid, & Yourself  
**Time limit:** 5-7 minutes total. **Dress:** Business Casual and/or Character Related

(3) Group Persuasive Speech Project (200 points)
In groups of 4-5, the group will select a “problem” within the DFW area to propose a possible “solution” in the form of a community service initiative. As a panel of professionals, the group will try to persuade a company to donate funds for the community service initiative.

Each member will perform a different role, perform specific tasks for that role and speak on a different part of the presentation as outlined in the “Group Guidelines” packet to be given out at an appropriate time. The group will collect all of their preparation paperwork in a notebook to be supplied by the group. This speech will be delivered extemporaneously (half notes and half memorized).

**Materials:** Notebook Cover Page, Team Contract, Audience Analysis, Group Delivery Outlines, Group Panel Overview, Individual Delivery Outlines, Reference Page, Power Point Slides in handout form, 3-5 Note Cards.  
**Time limit:** 10-12 minutes total. **Dress:** Business Professional

(4)/(5) Exams (Exam One 200 points & Exam Two 200 points)
There will be two exams given during the course. Each exam will include (i.e., multiple choice, true-false, matching, etc.). A review guide will be provided for each exam.

(6) Participation Assignments (100 points)
In class activities will be assigned and you will receive participation points for successfully completing each assignment. These assignments will comprise of written and group activities and cannot be made up due to absences whether excused or unexcused.

(7) Discussion Board Post (100 points)
You will be required to participate in weekly class discussion threads which will entail answering the weekly discussion board questions and responding to two of your classmate’s posts.

**Assignment Computation:**

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<tr>
<th>Assignment</th>
<th>Point Value</th>
<th>Your Score</th>
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<tbody>
<tr>
<td>Exams (40% of grade):</td>
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<tr>
<td>Exam #1</td>
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<td>Exam #2</td>
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<thead>
<tr>
<th>Presentations (40% of grade):</th>
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<tbody>
<tr>
<td>Introductory Speech</td>
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<tr>
<td>Informative Speech</td>
<td>150</td>
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<tr>
<td>Group Persuasive Speech</td>
<td>200</td>
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<tr>
<td>Participation (20% of grade)</td>
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<td>Participation Activities</td>
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<td>Discussion Board Posts</td>
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<td><strong>Total</strong></td>
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<td>B</td>
<td>800-899</td>
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<td>C</td>
<td>700-799</td>
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<td>D</td>
<td>600-699</td>
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<td>F</td>
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**Grade Guidelines for Speeches** – Adapted from Robert T. Oliver (1960)
“The Eternal (and Infernal) Problem of Grades”

**For a grade of “C,” a speaker must:**

1. produce a speech with a clear purpose in terms of auditor response sought, supported by main points easy to identify
2. demonstrate reasonable directness and communicativeness in delivery
3. not detract from his/her message through gross errors of grammar, pronunciation or articulation
4. conform reasonably to the assigned time limits
5. conform to the type of speech assignment
6. be prepared to speak on the day assigned
7. be intellectually sound in developing a topic of worth with adequate and dependable supporting material
8. hand in an outline in proper outline form listing the main points and support of the speech, as well as the sources consulted

**For a grade of “B,” the speaker must meet the “C” requirements AND:**

1. produce a speech distinguished by elements of vividness and special interest in style
2. make understandable an unusually difficult process or concept OR win some agreement from an audience initially inclined to be neutral or to disagree
3. move the audience progressively from initial uncertainty of knowledge, belief, or tendency to act) toward acceptance of the speaker’s purpose, by orderly processes using appropriate transitions, toward final resolution of
uncertainty in a conclusion that evolved naturally from the material used by the speaker
4. be of more than ordinary stimulative quality in challenging the audience to think or in arousing depth of response

For a grade of “A,” the speaker must meet the “B” requirements AND:

1. make a genuinely individual contribution to the thinking of the audience
2. achieve a variety and flexibility of mood and manner suited to the multiple differentiations of thinking and feeling demanded by the subject matter and by the speaker-audience relations
3. establish a high order of rapport with apt style and direct, extemporaneous delivery, achieving a genuinely communicative response

Part III: General Mountain View College Course Information

Withdrawal Policy
If you are unable to complete this course, it is your responsibility to withdraw formally. The withdrawal request must be received in the Registrar’s Office by Tuesday, June 25th. Failure to do so will result in your receiving a performance grade, usually an “F.” If you drop a class or withdraw from the college before the official drop/withdrawal deadline, you will receive a “W” (Withdraw) in each class dropped. For more information about drop deadlines, refer to the current printed Credit Class Schedule, contact the Admissions/Registrar’s office.

Institutional Policies