Part I: Public Speaking Course Information

Course Description
This course introduces principles and theories of effective public speaking with an 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 competent 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.
Part II: Specific Information for this Course

Required Text & Materials

- A package of white-lined 3X5 Note Cards (to use when presenting)
- Proficiency in eCampus-Blackboard and Internet applications such as e-mail, attachment of documents, etc.
- Three audience members during each presentation and professional dress when required.

Assignment Description

(1) Introductory Speech (50 points)
In this speech you will introduce yourself to the class with unique facts, as well as general information (i.e., name, where you’re from, year, major or expected major, etc.). You can find specific details regarding assignment along with a rubric in the “Assignments” section of eCampus. Be sure to construct a speech that explains various aspects of your personality, background, beliefs, and aspirations—and logically organize your presentation with an introduction, body, and conclusion.

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

(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 22 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, is due on the day of the presentation. 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: 3-5 note cards, Delivery Outline, Visual Aid, & Yourself
Time limit: 5-7 minutes total. Dress: Business Professional

(3) Persuasive Speech (200 points)
You will select a “problem” that affects the Dallas-Ft. Worth area. You will use persuasive strategies and a problem-solution pattern to explain why this issue should be addressed and to encourage the audience to become advocates of change regarding your speech topic. More information regarding this assignment can be found in the “Assignments” section on eCampus.

Materials: 3-5 Note Cards Delivery Outline, PowerPoint, 3 Sources
Time limit: 5-7 minutes total. Dress: Business Professional

(4/5) Exams (Mid-Term 150 points & Final 150 points)
There will be two exams given during the semester. Each exam will include (i.e., multiple choice, true-false, matching, etc.) and will be taken via eCampus.
(6) **Key Point Summaries (200 points)**
You will be required to select and write about five key points of interest from each learning module and summarize your concepts within the template located on eCampus and submit these assignments in the appropriate drop box by the due date. Be thorough when completing the summaries if you want to receive full-credit, and provide insightful detail by defining each of your selected key points and providing relevant examples that demonstrate your understanding of the selected concepts/key points.

(7) **Discussion Board Posts (200 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>Assignments</th>
<th>Point Value</th>
<th>Your Score</th>
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<tr>
<td><strong>Exams (20% of grade):</strong></td>
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<td><strong>Presentations (40% of grade):</strong></td>
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<td>Introductory Speech</td>
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<td>Informative Speech</td>
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<td>Persuasive Speech</td>
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<td><strong>Participation (40% of grade):</strong></td>
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<td>Key Point Summaries</td>
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<td>Discussion Board Posts</td>
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| 900-1000 | A    |
| 800-899  | B    |
| 700-799  | C    |
| 600-699  | D    |
| 599 and below | F  |

**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

*This syllabus can be modified by the instructor at any time.*
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 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, July 30th. 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, contact the Admissions/Registrar’s Office.

Institutional Policies

This syllabus can be modified by the instructor at any time.