

SPEECH 1003

Fundamentals of Speech Communication Fall 2004 Syllabus

Prairie View A&M University
College of Arts and Sciences
Department of Languages and Communications

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Required Materials:

- SPEECH 1003 Course Reading Packet – Available at the Campus Bookstore.

Introduction

Welcome to Speech 1003! I think you will find Fundamentals of Speech Communication to be unique among the courses you have taken at Prairie View. Due to its size and focus, you will have the chance to interact closely with, and learn from your peers throughout the semester. This course focuses on the principles of oral communication. Through the study of the latest research in rhetorical and communication theory, as well as through practical applications of the theory discussed in class, you will gain expertise and confidence to speak in public. My objectives for this course are:

- ❖ To assist you in understanding communication as a process
- ❖ To provide you with the opportunity to improve your public speaking skills in a non-threatening, supportive environment
- ❖ To assist you in gaining critical thinking skills

Course Policies

Attendance

Prairie View A&M University requires regular class attendance. Excessive absenteeism, whether EXCUSED OR UNEXCUSED, will result in your course grade being lowered or in assignment of a grade of "F". Absences are accumulated beginning with the first day of class.

There is no such thing as an "excused absence" except in the cases of illness (as confirmed with a doctor's note), documented death in the family, or pre-authorized university activity. Extended illnesses will be dealt with on an individual basis but the instructor MUST BE notified as soon as possible of such situations.

Attendance will be taken at the beginning of each class. If you are not present when attendance is taken, or if you are late, you will be marked as absent. You are required to be present at the beginning of class and stay until the end. It is your responsibility to make sure that you sign the attendance sheet each class period before leaving class. There are no bonus points given for attending class--it's what you are expected to do--you can however lose points for not attending. After three absences, your final grade will be affected in the following way:

- ❖ 4-5 absences – drop one (1) letter grade (i.e. from an A to a B)
- ❖ 6-8 absences – drop two (2) letter grades (i.e. from an A to a C)
- ❖ 9-10 absences – drop three (3) letter grades (i.e. from an A to a D)
- ❖ 11 or more absences – drop four (4) letter grades (i.e. from an A to an F)

Please be aware that absences on an exam or speech day CANNOT be made up.

Academic Dishonesty/Cheating/Plagiarism

Prairie View A&M University is dedicated to a high standard of academic integrity among its faculty and students. In becoming part of the Prairie View A&M University academic community, you are responsible for honesty and independent effort. Disciplinary action will be taken against any student who alone or with others engages in any act of academic fraud or deceit.

Some examples of academic dishonesty/cheating/plagiarism include, but are not limited to: using another person's ideas without giving proper credit; making up supporting material by either inventing a source or pretending to have consulted one without actually having done so; making up research results without having conducted the research, etc. Representing someone else's ideas as your own constitutes plagiarism. You therefore need to give credit to any source of information used as part of an assignment by either orally quoting your source, and/or identifying your source in the body of your paper. Ignorance of plagiarism is no excuse, so be sure to ask me if you suspect you may be bordering on plagiarism for any assignment in this course.

Academic dishonesty will not be tolerated and will automatically result in failure of this course (no second chances given!). It only takes one act of academic dishonesty to fail the entire course.

Courtesy

Since everyone in this section will be giving graded speeches, it is essential that full courtesy is awarded to your classmates. Never walk into the room late on a speech day without listening at the door to make sure the speaker has not already begun. If someone is speaking, wait until they are finished before entering the room.

Intentional class disturbances—which may distract another classmate or a class lecture or discussion—that blatantly disrupt course study or a speaker's concentration (for example: distracting discourse, keeping your cell phone on during class, accepting a cell phone call during class, text messaging, or listening to personal audio) will result in a penalty of absence from the class being recorded for those involved in the distracting behavior.

Cell Phones

As a courtesy to your teacher and to your class mates, please make sure at the beginning of each class period that your cell phones are turned off.

General Speech Requirements

Any written assignments, including speech outlines, must be typed. Please use a legible font and keep the font size to 12 point (the size of the font used here). The margins should be one (1) inch, and the text should typically be double-spaced. Papers and outlines must conform to either the APA or MLA style (for your convenience a sample style sheet has been included in this syllabus).

The bulk of your grade in this class will derive from the three main speeches you will deliver. You will be expected to be present and prepared on your assigned speech day. The speeches we will focus on are extemporaneous so you should use note cards. I recommend using 3"x5" or 5"x7" note cards instead of regular typing paper which can be distracting and difficult to handle while giving a presentation.

You will be required to have a printed copy of your speech outline and bibliography in complete sentence form on the first day of speeches. You will outline the Introduction, Body, Conclusion, and Transitions. Be sure to include a General and Specific Purpose Statement and a Thesis Statement. Late topics, outlines, and bibliographies will result in a lowered speech grade. Speeches running thirty (30) seconds over or under the time limit will also receive a penalty.

It should go without saying, but I will say it anyway—no real or simulated weapons, animals, drugs, drug-paraphernalia, or alcohol may be brought into the classroom. Use of any of these items in your speech will result in a zero for that speech.

Readings

The reading of the assigned chapters in the text will always precede lecture and class discussions. The reading assignments are listed in the class schedule below.

24-7 Rule and Grade Records

When graded materials are returned, you must wait 24 hours before discussing your grade with me. This is to allow you to think calmly about the grade and your performance and to formulate a rational basis for discussion. You will also only have seven days in which the grade is open for discussion. After these seven days have passed, you can no longer discuss the grade.

You are responsible for keeping all graded work until the end of the semester in case there is any question about grades or whether or not an assignment has been turned in. If you question a grade, or whether your grade has been recorded, you need to be able to provide me with the original, graded assignment.

If you are not doing as well in the course as you had anticipated, please come talk to me so that we can discuss how you might improve your performance on the remaining assignments. Just telling me that you need to make a certain grade doesn't help—you must do the work to attain the grade. When final grades are submitted at the end of the semester they are indeed final and not up for negotiation. Only errors in grade calculation or record keeping can result in a grade change once grades are submitted.

Student Academic Appeals Process:

Authority and responsibility for assigning grades to students rests with the faculty. However, in those instances where students believe that miscommunication, errors, or unfairness of any kind may have adversely affected the instructor's assessment of their academic performance, the student has a right to appeal by the procedure listed in the Undergraduate Catalog (pp. 49-51) and by doing so within thirty days of receiving the grade or experiencing any other problematic academic event that prompted the complaint.

American Disabilities Act (ADA)

Students with disabilities who believe they may need an adjustment in this class are encouraged to contact the Office of Disabilities services at (903) 857-2693/2694 as soon as possible. Once you receive a letter of adjustment from the office, please make an appointment with me to discuss appropriate adjustments for this class.

Grades

Assignments	Assignment Weights	Grading Scale
First Speech	15%	90-100=A
Second Speech	20%	80-89=B
Final Speech	20%	70-79=C
Midterm Exam	15%	60-69=D
Final Exam	20%	Below 60=F
Impromptu Speeches/In-class Assignments	10%	

Class Schedule

Week 1	
Mon. 8/23	Course Introduction
Wed. 8/25	<i>Self-Introduction Speeches</i>
Fri. 8/27	<i>Self-Introduction Speeches</i> / Principles of Communication ch. 11
Week 2	
Mon. 8/30	Principles of Communication ch. 12
Wed. 9/01	Communication Model/Topic Selection <i>*Introduce speech assignment# 1</i>
Fri. 9/03	Audience Analysis ch. 2 & 3
Week 3	
Mon 9/06	No Class – Labor Day Holiday
Wed. 9/08	Thesis & Purpose Statements <i>*Topics for your first speech due</i>
Fri. 9/10	Supporting Material ch. 15
Week 4	
Mon. 9/13	Intro & Conclusion ch. 5
Wed. 9/15	Outlining your Speech ch. 8
Fri. 9/17	Organizing your Speech ch. 4
Week 5	
Mon. 9/20	<i>Informative Speeches</i> <i>*Outline & Copies of your sources due</i>
Wed. 9/22	<i>Informative Speeches</i>
Fri. 9/24	<i>Informative Speeches</i>
Week 6	
Mon. 9/27	<i>Informative Speeches</i>
Wed. 9/29	<i>Informative Speeches</i>
Fri. 10/01	<i>Informative Speeches</i>
Week 7	
Mon. 10/04	Persuasive Speaking ch. 9 <i>* Introduce speech assignment #2 & #3</i>
Wed. 10/06	Persuasive Speech Design
Fri. 10/08	Ethos, Pathos, Logos ch. 10
Week 8	
Mon. 10/11	Persuasive Outlining
Wed. 10/13	Visual Aids/Exam Review ch. 7 <i>*Topics for your second speech due</i>
Fri. 10/15	<i>Midterm Exam</i>
Week 9	
Mon. 10/18	Language Use
Wed. 10/20	<i>Persuasive Speeches</i> <i>*Outline & Copies of your sources due</i>
Fri. 10/22	<i>Persuasive Speeches</i>

Week 10	
Mon. 10/25	<i>Persuasive Speeches</i>
Wed. 10/27	<i>Persuasive Speeches</i>
Fri. 10/29	<i>Persuasive Speeches</i>
Week 11	
Mon. 11/01	Nonverbal Communication ch. 6
Wed. 11/03	Evaluating Speeches/Speech Criticism ch. 10 <i>* Topics for your third speech due</i>
Fri. 11/05	Rhetorical Criticism
Week 12	
Mon. 11/08	Argumentation & Critical Thinking ch. 10
Wed. 11/10	No Class – National Communication Association Conference
Fri. 11/12	No Class – National Communication Association Conference
Week 13	
Mon. 11/15	<i>Final Speeches</i> <i>*Outline & Copies of your sources due</i>
Wed. 11/17	<i>Final Speeches</i>
Fri. 11/19	<i>Final Speeches</i>
Week 14	
Mon. 11/22	<i>Final Speeches</i>
Wed. 11/24	<i>Final Speeches</i>
Fri. 11/26	No Class – Thanksgiving Holiday
Week 15	
Mon. 11/29	Course Conclusion & Evaluation
Wed. 12/01	No Class – Study Day

Speech 1003 Assignments

INTRODUCTORY SPEECH (Pass/Fail)

Your first speech assignment will be a speech of introduction. In this speech, you will introduce a classmate to us and tell us about some important facets of his/her personality. At some point in the speech please tell the class the name of the person you are introducing, where the person is from, and what area the person is studying. This general info shouldn't be the focus of the speech though – concentrate on more interesting information that will help us remember the person instead. Due to time constraints, this speech should run three (3) minutes. No outline or source list is necessary. This speech is graded on a pass/fail basis. You will not receive credit for this assignment if your speech runs shorter than 2 minutes.

SPEECH ONE - INFORMATIVE

This speech should incorporate all of the principles of effective speaking in general, and informative speaking in particular. You will give a 5-7 minute report to the audience on a topic for which you can establish credibility.

Topics should be substantive rather than trivial, meaningless, or entertaining. Your presentation should constitute a genuine contribution to the class. Your goal is to accomplish one or more of the following: communicate new or unfamiliar information to your peers; extend what your peers already know about something; or update old information that your peers may have. You should go into some depth on your subject so as to truly inform your audience. In addition, you will need to adapt your presentation to the audience and the occasion.

In order to truly inform your audience, you must present a well researched speech. This means that you will need to conduct extensive library research and locate at least 4 outside sources to incorporate into your speech. You are only allowed to use one webpage as a source and you will be evaluated on the quality of these sources. Failure to incorporate 4 outside sources into your speech, or overuse of webpage sources will result in a grade no higher than a C.

Your outlines are due on the first day of speeches. Failure to hand in your outline on that day will result in a one letter grade drop on your speech grade.

Requirements for the Speech:

1. Your presentation must be 5-7 minutes in length (no audience questions)
2. Delivery must be extemporaneous (not memorized or read from a manuscript)
3. You need to hand in a typed sentence outline of your speech which includes all the elements listed on the example outline (i.e. thesis, general & specific purpose statement, intro, body, conclusion, reference list) on the first day of speeches
4. You must research your speech & incorporate 4 credible outside sources (only one webpage source is allowed)
5. You must orally cite all of your sources during your speech
6. You must provide a copy of your sources. Your copy must show the page from the book, or article which contains the information you used.
7. Your presentation must have a clear introduction, body, & conclusion

EXAMS

These are comprehensive examinations based on material from your assigned texts, lectures, and class discussions. The exam will be made up of multiple-choice and essay questions.

SPEECH TWO - PERSUASIVE

Your second graded speech is persuasive. You should attempt to stimulate, reinforce, change belief, or enlist action. You are trying to get your audience to at least accept your stance on a particular issue as viable. It is important to know all sides of the issue to be well informed. The topic you choose should be one which allows you to make a genuine contribution to the knowledge or belief of your audience. Although components of the overall presentation may take on an informative quality, the general thrust of the speech needs to be persuasive. That is, it should challenge us to look at a relevant topic in a new light. You may also wish to actually motivate your audience to take "real life" action.

In order to truly persuade your audience, you must present a well researched speech. This means that you will need to conduct extensive library research and locate at least 4 outside sources to incorporate into your speech. You are only allowed to use one webpage as a source and you will be evaluated on the quality of these sources. Failure to incorporate 4 outside sources into your speech, or overuse of webpage sources will result in a grade no higher than a C.

Your outlines are due on the first day of speeches. Failure to hand in your outline on that day will result in a one letter grade drop on your speech grade.

Requirements for the Speech:

1. Your presentation must be 5-7 minutes in length (no audience questions)
2. Delivery must be extemporaneous (not memorized or read from a manuscript)
3. You need to hand in a typed sentence outline of your speech which includes all the elements listed on the example outline (i.e. thesis, general & specific purpose statement, intro, body, conclusion, reference list) on the first day of speeches
4. You must research your speech & incorporate 4 credible outside sources (only one webpage source is allowed)
5. You must orally cite all of your sources during your speech
6. You must provide a copy of your sources. Your copy must show the page from the book, or article which contains the information you used.
7. Your presentation must have a clear introduction, body, & conclusion
8. The general thrust of your speech should be persuasive

SPEECH THREE – FINAL PERSUASIVE SPEECH

For this presentation you will give a persuasive speech on a topic that has stirred some controversy in the last three months. The topic you choose needs to have made the local or national news within that time frame. You need to provide a copy of a news article discussing your topic in order to get full credit for this assignment. Please attach this copy to your outline.

As in your last speech, you should attempt to stimulate, reinforce, change belief, or enlist action. You are trying to get your audience to at least accept your stance on a particular issue as viable. It is important to know all sides of the issue to be well informed. Your speech should challenge us to look at a relevant topic in a new light. You may also wish to actually motivate your audience to take "real life" action.

In order to truly persuade your audience, you must present a well researched speech. This means that you will need to conduct extensive library research and locate at least 4 outside sources to incorporate into your speech. You are only allowed to use one webpage as a source and you will be evaluated on the quality of these sources. Failure to incorporate 4 outside sources into your speech, or overuse of webpage sources will result in a grade no higher than a C.

Your outlines are due on the first day of speeches. Failure to hand in your outline on that day will result in a one letter grade drop on your speech grade.

Requirements for the Speech:

1. Your presentation must be 5-7 minutes in length (no audience questions)
2. Delivery must be extemporaneous (not memorized or read from a manuscript)
3. You need to hand in a typed sentence outline of your speech which includes all the elements listed on the example outline (i.e. thesis, general & specific purpose statement, intro, body, conclusion, reference list) on the first day of speeches
4. You must research your speech & incorporate 4 credible outside sources (only one webpage source is allowed)
5. You must orally cite all of your sources during your speech
6. You must provide a copy of your sources. Your copy must show the page from the book, or article which contains the information you used.
7. Your presentation must have a clear introduction, body, & conclusion
8. Your topic needs to be controversial & needs to have been discussed in the news within the last 3 months
9. The general thrust of your speech should be persuasive

IMPROMPTUS/IN-CLASS ASSIGNMENTS

Throughout the semester we will have a few impromptu speeches. These impromptu speeches will not be announced ahead of time and are intended to get you used speaking in front of a crowd. Students who are absent on an impromptu speech day will not be allowed to make up the speech. These speeches are graded on a pass/fail basis and together with some miscellaneous in-class assignments and quizzes make up 10% of your final grade.

Sample MLA Citation Style

Book:

Kearney, Patrick, and Timothy G. Plax. Public Speaking In a Culturally Diverse Society. Mountain View, CA: Mayfield Publishing, 1996.

Book with an Author and Editor:

Franklin, Benjamin. The Autobiography and Other Writings. Ed. Denneth Silverman. New York: Penguin, 1986.

Journal:

Wagner, Charles., and Diane Wagner. "The Relationship Between the Use of Evidence and Speaker Credibility." Communication Monographs 3 (1975): 235-241.

Magazine:

O'Connor, Brian. "Writing Speeches for politicians." Newsweek, 1 Sept 1992: 5, 10.

Newspaper:

"Study finds speech anxiety 'normal.'" Sacramento Bee, 1 July 1989: A14.

Interview:

Mays, Cynthia Anne. President, Schopp Communication Associates. Phone Interview. 12 May 1994.

Internet Site:

Spetalnick, Terrie. "Privacy in the Electronic Community." EDUCOM Review 28.3 (1993). Online. Internet. 7 Feb. 1995. Available: <<http://www.cic.net>>

Sample APA Citation Style

Book:

Kearney, P., & Plax, T.G. (1996). Public speaking in a culturally diverse society. Mountain View, CA: Mayfield.

Book with an Author and Editor:

Franklin, B. (1986). The Autobiography and Other Writings. Silverman, D. (Ed.) New York: Penguin.

Journal:

Wagner, C., & Wagner, D. (1975). The relationship between the use of evidence and speaker credibility. Communication Monographs, 3, 235-241.

Magazine:

O'Connor, B. (1992, September 1). Writing speeches for politicians. Newsweek, pp. 5, 10.

Newspaper:

Study finds speech anxiety "normal." (1989, July 1). Sacramento Bee, p. A14.

Interview:

Mays, C. A. (1994, May 12). President, Schopp Communication Associates. Phone Interview.

Internet:

Spetalnick, Terrie. (1993). Privacy in the Electronic Community. EDUCOM Review 28.3. <http://www.cic.net> [Accessed 1995, Feb. 7].

Examples taken from:

Kearney, Patrick, and Timothy G. Plax. Public Speaking In a Culturally Diverse Society. Mountain View, CA: Mayfield Publishing, 1996.
Hawisher, Gail, and Cynthia Selfe. Literacy, Technology, and Society: Confronting the Issues. Upper Saddle River, NJ: Prentice Hall, 1997.