COMM 204: Public Speaking  
Spring 2015 (T/Th)

Instructor: Dorine Lawrence-Hughes  
Section: 20377, Tuesday and Thursday 9:30 – 10:50, ANN405  
E-mail: dlawren@usc.edu  
Office: ASC305  
Office Hours: 11:00 am -12:00 pm on Tuesdays and Thursdays  
or by appointment (no Wednesday appointments)

COURSE DESCRIPTION

Principles and practice of effective oral communication; analysis of the speaking-listening process; selection and organization of materials for a variety of speaking situations; and use of new communication technologies in formal presentations.

COURSE OBJECTIVES

- To develop communicative competence through analysis and criticism of oral messages.  
- To develop skills for presenting informative and persuasive discourse.  
- To develop skills in creating and using a variety of visual aids.  
- To learn about ethical challenges that speakers face.

REQUIRED TEXT


On a rotating basis, you may be required to scan the following:


Other readings or recordings may be assigned during the semester by the instructor.

RECOMMENDED SUPPLEMENTAL MATERIALS

APA Style Manual – All papers for this class must be submitted in proper APA MLA style, including citations and bibliographies. Library handouts and/or websites may be sufficient.

3 Two-pocket folders for speech portfolios  
4x6 index cards

ADA COMPLIANCE STATEMENT

Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to me (or to TA) as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m.–5:00 p.m., Monday through Friday. Website for DSP and contact information: (213) 740-0776 (Phone), (213) 740-6948 (TDD only), (213) 740-8216 (FAX) ability@usc.edu.
ACADEMIC INTEGRITY IS IMPORTANT/STATEMENT ON ACADEMIC INTEGRITY

USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one’s own academic work from misuse by others as well as to avoid using another’s work as one’s own. All students are expected to understand and abide by these principles. Scampus, the Student Guidebook, contains the University Student Conduct Code (see University Governance, Section 11.00), while the recommended sanctions are located in Appendix A.

ASSIGNMENTS

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speech Observation Projects</td>
<td>40</td>
</tr>
<tr>
<td>Speech Observation Written Assignment</td>
<td>25</td>
</tr>
<tr>
<td>Speeches</td>
<td>275</td>
</tr>
<tr>
<td>Speech Observation Oral Report</td>
<td>25</td>
</tr>
<tr>
<td>Speech of Introduction</td>
<td>10</td>
</tr>
<tr>
<td>Impromptu Speech</td>
<td>10</td>
</tr>
<tr>
<td>Informative Speech</td>
<td>60 (45 points + 15 points research portfolio)</td>
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<tr>
<td>Persuasion Speech</td>
<td>85 (65 points + 20 points research portfolio)</td>
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<tr>
<td>Speech w/ Visual Aid (PowerPoint)</td>
<td>85 (75 points + 25 points research portfolio)</td>
</tr>
<tr>
<td>Exams (27%)</td>
<td>150</td>
</tr>
<tr>
<td>Midterm</td>
<td>50</td>
</tr>
<tr>
<td>Comprehensive Final</td>
<td>100</td>
</tr>
<tr>
<td>In-class Activities &amp; Participation</td>
<td>50</td>
</tr>
<tr>
<td>In-class Activity #1</td>
<td>10</td>
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<tr>
<td>In-class Activity #2</td>
<td>10</td>
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<tr>
<td>In-class Activity #3</td>
<td>10</td>
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<tr>
<td>Red Pen Day (Informative Speech)</td>
<td>15</td>
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<tr>
<td>Red Pen Day (Persuasive Speech)</td>
<td>15</td>
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<tr>
<td>Participation (Instructor Discretion)</td>
<td>20</td>
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</tbody>
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TOTAL (100%) 520 POINTS

There is no “extra credit” available in COMM 204.

CLASS POLICIES

ALL SPEECH ASSIGNMENTS MUST BE COMPLETED TO PASS THIS CLASS

ATTENDANCE: Regular attendance is essential to success in this course and students must make an effort to be on time for class. We only meet twice a week so your presence is important. Attendance will be taken at the beginning of each class. The number of excused or non excused absences shall not exceed four (4). The only acceptable excused absences are the following and must be corroborated in writing by the proper authority: (1) Personal illness that requires a doctor’s visit, (2) Serious illness or death of a close family member, (3) Natural disaster such as fire, earthquake, or civic unrest, or (4) Court related obligation such as jury duty, appearance, deposition, or subpoena. Much of the learning in a communication class comes from observing presentations and participating in class discussions so it is very important that you attend class. The University of Southern California prohibits the awarding of points solely on a student's physical presence in a
class. However, they allow the use of unexcused absences and excessive tardiness to count against a grade. This includes leaving class early. Excessive tardiness or absences will result in a lower grade. The amount of the reduction is calculated on the total number of unexcused absences.

MAKE UP WORK: Make-up work will be allowed with penalty for excused absences only. Participation/activity points are often awarded for in-class activities. You cannot make up participation/activity points. For absences not excused, there will be a full letter grade loss on the evaluation of that assignment for each day that it is late. Scheduled activities will take precedence over any make-up work. Make-up work will not be accepted after the class which is one week after the original due date.

GRADING SCALE: GRADES ARE EARNED, NOT GIVEN; AVERAGE WORK DESERVES A “C”

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>A</td>
<td>93-100</td>
</tr>
<tr>
<td>A-</td>
<td>90-92.9</td>
</tr>
<tr>
<td>B+</td>
<td>87-89.9</td>
</tr>
<tr>
<td>B</td>
<td>83-86.9</td>
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<tr>
<td>C+</td>
<td>77-79.9</td>
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<tr>
<td>C</td>
<td>73-76.9</td>
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<tr>
<td>C-</td>
<td>70-72.9</td>
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<td>D+</td>
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<td>D</td>
<td>63-66.9</td>
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<tr>
<td>D-</td>
<td>60-62.9</td>
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<td>F</td>
<td>59.9 or below</td>
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</table>

PLAGIARISM/CHEATING: CREDIT YOUR SOURCES IN YOU PRESENTATIONS. Plagiarism involves using another person’s ideas or words without citing the original writer as the author of the idea or language being used. Copying ideas or language from any source without acknowledging this source is absolutely unacceptable. Having a friend or anyone else write any part of your speech or any other assignment is also unacceptable. If you copy ideas or words or have someone else write part of an assignment you will receive no marks for this assignment and may fail the course. If you are in any doubt about whether you can use an idea or particular language, it is safer to acknowledge the source. Please ask the instructor if you are unsure about what to acknowledge at any time. Failure to credit sources properly will lead to a lower grade, at best.

INTERNET SOURCES: Material taken from the Internet also requires acknowledgement in most cases, and should be treated in a way similar to other sources. Information taken from dictionaries and encyclopedias also requires acknowledgement.

OUTLINES AND WRITTEN ASSIGNMENTS: Outlines and other written materials must be submitted on their due date and the assignments must be typed and professionally completed. Unless otherwise directed, all written materials are due on the due date by 11:59 pm by e-mail. Make sure to include appropriate documentation of sources using APA style. Incomplete materials may be considered late work.

MULTI-MEDIA COMPONENT: Please note that this class may involve the use of multimedia tools including the making and use of student video recordings of speeches, exchange of information through e-mailing, texting and file-sharing and the turning in of papers through Blackboard. Please understand that the use of these tools are not a requirement to pass the class and every reasonable accommodation will be made to help all students succeed regardless of the level of technical knowledge.

YOU ARE RESPONSIBLE, for officially dropping this class, for keeping up with deadlines, for materials and information missed when absent or late, for completing the assigned reading prior to class, and for getting official documentation when absent.

GRADING QUESTIONS should be addressed in a timely manner. There is a 24-hour "wait period" after receiving a grade, but then you should address questions within the next 5 days. You must submit your complaint/rationale to me in writing. Complaints or requests for reconsideration of a grade will not be considered unless they are submitted in written form; such a complaint constitutes an argument, and will be evaluated by the standards of acceptable argumentation as presented in class readings and lectures.

Before you complain about a grade, consider the following questions during the 24-hour wait period:

1. Was your assignment submitted on time?
2. Did you follow the directions of the assignment?
3. Did you turn in your best work? If it was a written assignment, did you use proper grammar and syntax?
Did you misspell words? Is your work neat and professional? Did you use weird spacing in an effort to make the paper appear longer than it really is? (4) Did you practice your speech? If the work was an oral assignment, did you complete the speech within the allotted time limit? Did you dress professionally? Did you read your speech as opposed to presenting it? (5) Did you credit your sources? Is your bibliography properly formatted? (6) Did you wait until the last minute to complete the assignment? (7) If you are missing participation points, were you absent the day of the classroom activity? Do you contribute to class discussions?

I urge you to engage in a little self-examination before you submit a grade complaint.

CLASSROOM ETIQUETTE

1. PLEASE TURN OFF cellphones when you enter the classroom (silence is ok only if the phone does not vibrate). If your cellphone goes off repeatedly you may receive a deduction of grade points. Laptops may be banned if I determine that they are becoming a distraction.
2. DON’T TALK, text, read newspapers or magazines, sleep, do homework, etc. during class, or listen or play on your i-Phone or i-Pad. Not only is it distracting, but it’s disrespectful. I do not ban the use of laptops in the classroom, but you generally will not need them. If I determine that they are becoming a distraction, I will ask you to shut them down. This class is small. I see everything. You are not invisible and your whispering is louder than you think.
3. KEEP UP with the text reading and assigned reading. Most classes will be devoted to a discussion of the reading for that day. Your participation, or lack thereof, will help determine the quantity or quality of class discussion.
4. CHECK FIRST. DO NOT ENTER THE CLASSROOM DURING A STUDENT SPEECH OR PRESENTATION. Public speaking is hard enough without someone walking around while others are speaking. Wait outside until you hear the applause.
5. DRESS PROFESSIONALLY FOR YOUR SPEECH ASSIGNMENTS. Please do not wear hats or any headgear while giving a speech or doing a debate. Take yourself seriously and we will, too. Student’s attire should be appropriate for a business setting on speech days. Casual dress negatively affects perceptions of credibility.
6. Speeches and papers must be the ORIGINAL WORK of the student and not used for any other course. Violation of this policy is an Academic Integrity Violation.
7. LIFE IS TOO SHORT. Civility and Common Courtesy go a long way. Please respect the diversity of students and opinions in the classroom. When providing constructive criticism to other students, please be respectful and positive.
8. Don’t whine. It’s annoying.

FINAL EXAMINATION

The day and time for the final examination can be found in the Official University Final Examination Schedule in the Exceptions Section.

For Spring 2015, the Final Examination will be held:

• for 9:30-10:50 class, on Tuesday, May 12, 2015 (8-10 am)

You must take your final exam on this date and time. Please put this in your calendars now. Per University policy, the final examination cannot be changed unless it conflicts with another USC final examination.

If you have such a conflict, please notify me immediately.
An outstanding speech. Clear goal well adapted to needs and interests of the audience. Excellent content, well-organized, excellent wording and delivery and/or superior accomplishment on the criteria established for that speech. Speech reflects academic research and extensive preparation. Speech is presented within the assigned time limitations. Speaker is appropriately dressed and appears credible.

A speech approaching the qualities of an "A" speech. A good to very good speech, but not achieving a standard of excellence in any or enough areas to merit an "A". A good job of meeting most or all established criteria for that speech. Speech may lack preview statement or may have a weak introduction or conclusion. Speaker may have relied too much on notecards.

A satisfactory speech. Reasonably clear goal, adequate support, apparent organization, but may not be entirely clear to the entire audience; some problems in wording or delivery or both; and/or some deficiencies in meeting the major criteria established for that speech. **Speeches that do not include oral citations from academic sources cannot receive a grade higher than a “C”**.

An unclear goal and serious deficiencies in some and perhaps all areas of content, organization, wording and delivery; and/or serious deficiencies in meeting major criteria established for that speech.

An unacceptable speech that reveals a lack of preparation and/or poor delivery. Failure to meet major criteria established for that speech. For example, being significantly shorter/longer than the time limit or otherwise not conforming to assignment guidelines.

**SCHEDULE**

*All reading assignments should be completed prior to class on the day they are listed. Additional readings and assignments may be assigned in class throughout the semester. Blackboard will be utilized for grading, posting of assignments, submission of some assignment, posting of videos and some group work.*

**Week 1: Introductions**

1/13 **Introductions, Class Activity**  
Speech of Introduction Assigned  
**PLEASE PRINT, SIGN AND RETURN THE INTEGRITY CODE BY JANUARY 17**

1/15 **Read Chapter 1 – Getting Started**  
**Speech Observation Project Assigned**  
**SIGN AND RETURN THE INTEGRITY CODE TODAY**

**Week 2: Preparing**

1/20 **Speech of Introduction Presentations**, In-Class Self-Evaluation Due by email by 11:59 pm  
Read Chapter 7 "Delivering Speeches"

1/22 **Speech of Introduction Presentations**, In-Class Self-Evaluation Due  
**Speech Observation Event/Lecture Selection Due (Name, Date, Title) by 11:59 pm, January 26, 2014, by email**

**Week 3: Selection of Topic and Purpose**

1/27 **Read Chapter 2, “Preparing Your First Presentation”**  
Read Chapter 10, "Presenting to Inform"  
**Informative Speech Assigned**

1/29 **Read Chapter 3- “Selecting a Topic and Purpose”**  
Read Chapter 6 – "Organizing and Outlining Your Presentation"

**Week 4: Speech Observation Presentations**

2/3 **Present Oral Reports of Speech Observation**

2/5 **Present Oral Reports of Speech Observation**  
**Written Report of Speech Analysis Due when Oral Presentation is Made**
Informative Speech Topic Selection Due by 11:59 pm

Week 5: Research and Supporting Materials
2/10 Chapter 5-“Finding Information and Supporting Your Ideas”
2/12 Library Day, Research

Week 6: Evaluating and Adjusting to Your Audience
2/17 Read Chapter 4 – Audience Analysis
Chapter 8- Language/Choosing Your Words
2/19 Red Pen Day- Informative Speeches
Mandatory: Bring two (2) copies of FINAL outline (including bibliography)

Week 7: Speech Delivery
2/24 Informative Speeches Delivered Speech Portfolios Due
2/26 Informative Speeches Delivered Speech Portfolios Due

Week 8:
3/3 Midterm Review
3/5 MIDTERM EXAMINATION

Week 9:
3/10 Chapter 11 – “Presenting Persuasive Messages”
Persuasive Speech assigned
Informative Speech Review assigned
3/12 Persuasive Speaking (continued)

Spring Break
3/17 No Class
3/19 No Class

Week 11:
3/24 Persuasive Speaking (continued)
Informative Speech Review Due
3/26 TBA
Persuasive Topics Due (including bibliography) by 11:59 pm, March 27, 2015 by email

Week 12:
3/31 Speech Observation and Digital Response Class Discussion
4/2 Red Pen Day-Persuasive Speeches
Mandatory: Bring two (2) hard copies of FINAL Outline, due at the beginning of class

Week 13: Speech Delivery
4/7 Persuasive Speeches Delivered, Speech Portfolios Due
4/9 Persuasive Speeches Delivered, Speech Portfolios Due
Assign Visual Aid Speech

Week 14:
4/14 Chapter 9-“Visual Resources and Presentation Technology”
Mediated Communication
4/16 TBA
Visual Aid Speech Topic Due by 11:59 pm on April 17 by email
Week 15:
4/21  Red Pen Day-Visual Aid Speeches (Group Work)
      Mandatory: Bring two (2) hard copies of FINAL outline
4/23  "In-Class Visual Aid Speeches Delivered, Speech Portfolios Due

Week 16:
4/28  In-Class Visual Aid Speeches Delivered, Speech Portfolios Due
      Study Guide Distributed for Final Examination
4/30  In-Class Visual Aid Speeches Delivered, Speech Portfolios Due

Last Day of Classes – Friday, May 1
Study Days – Saturday, May 2 - Tuesday, May 5

THIS SYLLABUS IS SUBJECT TO CHANGE AT MY DISCRETION
INTEGRITY CODE
(Staff Copy)

Plagiarism and other forms of cheating are not tolerated at Annenberg!

PLAGIARISM INCLUDES, BUT IS NOT LIMITED TO:
1. Borrowing another person's ideas without acknowledging them
2. Not attributing paraphrased ideas
3. Not citing quoted material
4. Copying from any source, but presenting the work as yours
5. Downloading sentences, paragraphs or entire speeches off of the Web
6. Using someone else's speech, paper, outline, or website to fulfill any of the course requirements

CHEATING INCLUDES, BUT IS NOT LIMITED TO:
1. Using or providing external assistance during an exam
2. Copying or allowing another student to copy any portion of your exam or assignment
3. Communicating with fellow students during an exam
4. Possessing or providing unauthorized notes or other materials during an exam
5. Changing answers, content, or form after an exam or assignment has been returned
6. Unauthorized collaboration on any assignment or exam
7. Attempting to hinder the work of another student
8. Falsification, alteration, or misrepresentation of absence/illness authorization notes
9. Using an essay, term paper or speech in more than one course without the permission of all the instructors of both courses

(These definitions of "Academic Dishonesty" are partial. See the academic integrity section in Scampus for a full description of "Academic Dishonesty" prior to signing this form.)

ANY ACT OF PLAGIARISM AND/OR ANY ACT OF CHEATING IS CONSIDERED AN ACT OF ACADEMIC DISHONESTY AND WILL BE REPORTED TO THE UNIVERSITY STUDENT CONDUCT OFFICE.
INTEGRITY CODE
(Please sign and return this copy to instructor.)

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______________________________
Student’s Signature

______________________________
Date

______________________________
Print Name