COMM 204: Public Speaking
Spring 2011

Instructor: Dorine Lawrence-Hughes
Section:
20379, Tuesday and Thursday 8:00 – 9:20, ASC 223ABC (ELC)
20381, Tuesday and Thursday 9:30-10:50, ASC 223ABC (ELC)
E-mail: dilawren@usc.edu
Office: ASC33
Office Hours: 10:15 am -11:30 am on Tuesdays and Thursdays
11:15 am to 12:00 pm on Friday
or by appointment

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 will 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 style, including citations and
bibliographies. Library handouts and/or websites may be sufficient.
Two-pocket folder for speech portfolios
4x6 index cards

ADA COMPLIANCE STATEMENT

Any student requesting academic accommodation 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 your instructor (or 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. The phone
number for DSP is 213-740-0776.
ACADEMIC INTEGRITY IS IMPORTANT!

The Annenberg School for Communication is committed to upholding the University’s Academic Integrity code as detailed in the Scampus guide. It is the policy of the School of Communication to report all violations of the code. Any serious violations or pattern of violations of the Academic Integrity Code will result in the student’s expulsion from the Communication major or minor.

ASSIGNMENTS

Speech Observation Projects (8.9%) 75 points
Oral Report and Written Assignment 50 points (25 points oral + 25 points written)
Speech Obs. and Digital Response 25 points

Speeches (43%) 240 points
Speech of Introduction 10 points
Informative 60 points (50 points + 10 points research portfolio)
Persuasion 85 points (75 points + 10 points research portfolio)
Speech w/ Visual Aid (PowerPoint) 85 points (75 points + 10 points research portfolio)

Exams (27%) 150 points
Midterm: 50 points
Comprehensive Final: 100 points

In-class Activity & Participation (13%) 75 points

TOTAL (100%) 540 POINTS

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

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 2011, the Final Examination will be held:

- for 8:00-9:20 class, on Wednesday, May 11, 2011 (8-10 am)
- for 9:30-10:50 class, Tuesday, May 10, 2011 (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.
GENERAL COURSE POLICIES
Any assignment-specific policies will be provided when assignments are given out.

1. The success or failure of this class depends on the students. 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 and participate. 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. **Unexcused absences will lower your grade.** Arriving late or leaving early counts as 1/3 unexcused absence per incident. Your final course grade will be reduced after 2 unexcused absences. The amount of the reduction is calculated on the total number of unexcused absences.

2. Students who are texting, instant messaging, web surfing, or involved in other similar activities during class will be marked as absent at the discretion of the instructor. I may ban laptops in the classroom if problems develop. Students are to turn off—not put on “vibrate”—cell phones during class.

3. In order to make up an assignment (speech, test, or paper) without incurring a grade penalty, you must be able to document your absence (e.g., a doctor’s note). You must make up any missed assignments within one week of the original due date of the assignment. Failure to make-up an assignment by this time will result in a grade of zero for the assignment. It is your responsibility to ensure that all assignments are turned in. **Speeches that are presented late because of an unexcused absence will receive a grade no higher than a “C”**.

4. This class is extremely interactive and your participation in class activities will earn you points toward your final course grade. If you are not in class during these activities, you will receive no points—**and these activities and points cannot be made up**.

5. A student must complete ALL speech assignments to pass the course. You cannot “option out” of a speech assignment.

6. Questions about grades 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 10 days.

7. Students’ attire should be appropriate for a business setting on speech days. Casual dress negatively affects perceptions of credibility and will likely result in point deduction.

8. 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.

SPEECH ASSIGNMENT GRADING- PLEASE READ CAREFULLY-JUST BECAUSE YOU FELT LIKE YOU “WORKED HARD” DOES NOT MEAN THAT YOUR SPEECH WARRANTS AN “A” GRADE

A 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.

B 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.

C 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”**.

D 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.

F 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**
1/11 Introductions, Class Activity
   *Speech of Introduction Assigned*
   
   **PLEASE PRINT, SIGN AND RETURN THE INTEGRITY CODE BY JANUARY 13**

1/13 Read Chapter 1 – Getting Started
   *Speech Observation Project Assigned*
   
   **SIGN AND RETURN THE INTEGRITY CODE TODAY**

**Week 2: Preparing**
1/18 *Speech of Introduction Presentations*, In-Class Self-Evaluation Due
   Read Chapter 7 "Delivering Speeches"

1/20 *Speech of Introduction Presentations*, In-Class Self-Evaluation Due
   *Speech Observation Event/Lecture Selection Due (Name, Date, Title) by 11:59 pm, January 21, 2011, on Blackboard*

**Week 3: Selection of Topic and Purpose**
1/25 Read Chapter 2, “Preparing Your First Presentation”
   Read Chapter 10, “Presenting to Inform”
   *Informative Speech Assigned*

1/27 Read Chapter 3- “Selecting a Topic and Purpose”
   Read Chapter 6 – “Organizing and Outlining Your Presentation”

**Week 4: Speech Observation Presentations**
2/1 Present Oral Reports of Speech Observation

2/3 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**
2/8 Chapter 5-“Finding Information and Supporting Your Ideas”

2/10 *Library Day, Research*

**Week 6: Evaluating and Adjusting to Your Audience**
2/15 Read Chapter 4 – Audience Analysis  
   Chapter 8- Language/Choosing Your Words

2/17 Red Pen Day-Informative Speeches
   *Mandatory: Bring two (2) copies of FINAL outline (including bibliography)*

**Week 7: Speech Delivery**
2/22 *Informative Speeches Delivered (in ELC), Speech Portfolios Due*

2/24 *Informative Speeches Delivered (in ELC), Speech Portfolios Due*

**Week 8:**
3/1 Midterm Review

3/3 **MIDTERM EXAMINATION**

**Week 9:**
3/8 Speech Video Playback and Group Discussion
   *Informative Speech Review assigned*
Week 10: Spring Break
3/15 No Class
3/17 No Class

Week 11:
3/22 Persuasive Speaking (continued)
*Informative Speech Review Due*
3/24 Speech Observation and Digital Response Class Discussion
*Persuasive Topic and Preparation Outline Due (including bibliography) by 11:59 pm, March 25, 2010 on Blackboard*

Week 12:
3/29 Speech Observation and Digital Response Class Discussion
3/31 Red Pen Day-Persuasive Speeches
*Mandatory: Bring two (2) hard copies of FINAL Outline, due at the beginning of class*

Week 13: Speech Delivery
4/5 Persuasive Speeches Delivered, Speech Portfolios Due
4/7 Persuasive Speeches Delivered, Speech Portfolios Due
Assign Visual Aid Speech

Week 13:
4/12 Chapter 9-“Visual Resources and Presentation Technology”
Mediated Communication
4/14 *Visual Aid Speech Topic Due by 11:59 pm, April 15, 2010, on Blackboard*

Week 14:
4/19 Red Pen Day-Visual Aid Speeches
*Mandatory: Bring two (2) hard copies of FINAL outline*
4/21 Chapter 12- “Speaking on Special Occasions”

Week 15:
4/26 *In-Class Visual Aid Speeches Delivered, Speech Portfolios Due*
*Online Visual Aid Speeches Due, Speech Portfolios Due*
Study Guide Distributed for Final Examination
4/28 *Special Occasions Speeches*
Selected Visual Aid Speeches Posted Online, April 29, 2010 for Observation

COMPREHENSIVE FINAL EXAM  for 8:00-9:20 class, Wednesday- May 11, 2011 (8-10 am)
for 9:30-10:50 class, Tuesday-May 10, 2011 (8-10 am)

THIS SYLLABUS IS SUBJECT TO CHANGE AT MY DISCRETION
INTEGRITY CODE
(Student 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.)

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.

________________________________________  ______________________________
Student’s Signature                              Date

________________________________________
Print Name