COMM 204: Public Speaking
Fall 2012 (M/W)

Instructor: Garrett Broad
Section: 20377, Monday/Wednesday, 12pm-1:50pm, ASC 223ABC (ELC)
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Office: ASC G6 - PhD Offices - Annenberg Basement - Below West Lobby
Office Hours: Wednesdays 2pm-3pm and by appointment

COURSE DESCRIPTION

In this course, students will learn the principles and cultivate the practices of effective oral communication. Central focus areas will include the analysis of the speaking-listening process, the selection and organization of materials for a variety of speaking situations, and the use of multimedia communication technologies in formal presentations. The class will also cover a number of topics related to both contemporary and historical public policy issues. Ultimately, the course should prove to be intellectually challenging, relevant in the academic and business worlds, and useful in a broader social context.

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 and multimedia aids.
To learn about ethical challenges that speakers face.
To engage with public policy issues as a vehicle to understand public speaking's role in society.

REQUIRED TEXT


Throughout the semester, students will also be asked to scan several websites, including:

Los Angeles Times (http://www.latimes.com)
LA Beez (http://www.labeez.org/)
Intersections South LA (http://intersectionssouthla.org/)
Al Jazeera English (http://www.aljazeera.com/)
BBC News (http://www.bbc.com/)
ESPN (ESPN.com)
TMZ (TMZ.com)

Other readings or recordings will be assigned during the semester by the instructor, and will be made available via Blackboard and/or through E-mail.
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 (Including: http://owl.english.purdue.edu/owl/section/2/10/)
Two-pocket folder for speech portfolios
4x6 index cards

DISABILITY SERVICES

All accommodation requests based on a disability will be taken seriously and honored by the instructor. 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 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.

ESL

Please inform me as soon as possible if English is not your primary language and you believe you may require special accommodations.

ACADEMIC INTEGRITY

Academic integrity is taken very seriously at the Annenberg School. This means that all work you submit for this class should be your own, original effort. Submitting ideas or writing that you find on the Internet or elsewhere will result in zero credit on that assignment and will also result in disciplinary measures in accordance with university policy.

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 violation or pattern of violations of the academic integrity code will result in the student’s expulsion from the Communication major or minor. If you have any doubts about what is and is not an academic integrity violation, please check with the instructor immediately. The University presumes that you are familiar with its standards and policies; should you be found to have committed a violation, ignorance of these standards and policies will not be accepted as an excuse.

Plagiarism includes, but is not limited to:
Borrowing another person’s ideas or words without acknowledging them
Not attributing paraphrased ideas
Not citing quoted material
Copying from any source, but presenting the copied work as your own
Downloading or copying sentences, paragraphs or entire speeches off the web
Using someone else’s speech, paper, outline, or website to fulfill any course requirements
Cheating includes, but is not limited to:
Using or providing external assistance during an exam
Copying or allowing another student to copy any portion of your exam or assignment
Communicating with fellow students during an exam
Possessing or providing unauthorized notes or other materials during an exam
Changing answers, content or form after an exam has been returned
Unauthorized collaboration on exams or assignments
Attempting to interfere with the work of another student
Falsification, alteration or misrepresentation of notes authorizing an absence or illness

Assignments and Grading:

Speeches: (250 Points Total)

Introduction Speech (Personal Narrative) - 10 points
Informative Speech (News & Information)
   Research Portfolio - 10 Points
   Content & Delivery - 60 points
Persuasive Speech (Contemporary Issue of Public Interest)
   Research Portfolio - 10 Points
   Content & Delivery - 60 points
Visual Aid Speech (Historical or Contemporary Subject)
   Research Portfolio - 10 Points
   Content & Delivery - 60 Points
   Visual Aid - 20 Points
Special Occasion Speech - 10 Points

Speech Observations: (50 Total)
   Live Observation - 25 Points
   Self Observation - 25 Points

Exams: (125 Total)
   Midterm Exam - 50 points
   Final Exam (Friday, December 14 – 11am-1pm) - 75 points

Class Activities/Participation: (75 Total)
   Activity 1 - 10 Points
   Activity 2 - 10 Points
   In-Class Peer Edit (Informative Speech) - 10 Points
   In-Class Peer Edit (Persuasive Speech) - 10 Points
   In-Class Peer Edit (Visual Aid Speech) – 10 Points
   Participation (Instructor Discretion) - 25 Points Total

TOTAL: 500 Points
ALL SPEECH ASSIGNMENTS MUST BE COMPLETED TO PASS THIS CLASS

ATTENDANCE: Regular attendance is essential to success in this course. Students must make an effort to be on time for class each day. Punctuality is particularly important on speech days - please do not interrupt your peers by entering class late. Attendance will be taken at the beginning of each class. The number of non-excused absences shall not exceed three (3). After three non-excused absences, your final grade will be reduced by a full letter grade. 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. Excused absences must be corroborated in writing by the proper authority.

MAKE UP WORK: Make-up work will be allowed without penalty for excused absences only. 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. Make-up work will not be accepted after the class that is one week after the original due date.

GRADING SCALE:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>93-100</td>
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<tr>
<td>A-</td>
<td>90-92.9</td>
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<tr>
<td>B+</td>
<td>87-89.9</td>
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<tr>
<td>B</td>
<td>83-86.9</td>
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<tr>
<td>B-</td>
<td>80-82.9</td>
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<tr>
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<td>63-66.9</td>
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<td>D-</td>
<td>60-62.9</td>
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<tr>
<td>F</td>
<td>59.9 or below</td>
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Additional Notes about Grading
In-class exercises count towards your participation points. Participation points are also based on your participation as an audience member, your work in small groups and your contributions to class discussions. Questions about grades must be addressed in a timely manner, within a week. Questions or complaints about grades received must be in writing, accompanied by a copy of the graded assignment.

USE OF TECHNOLOGY
The use of mobile phones during class time is never permitted; they must be turned off and out of reach at all times. Laptops, iPads and similar devices may be used for note-taking purposes during lecture only. You may not access the internet during class except when specifically permitted for class assignments. The use of laptops, iPads or other non-approved electronics during the presentation of speeches in class is not permitted. Any violation of this class policy may result in the loss of participation points for the semester. The instructor maintains the right to prohibit the use of laptops, iPads, etc. during class time for all students if these rules are violated or if they are detracting from class participation.

FINAL EXAMINATION
The day and time for the final examination can be found in the Official University Final Examination Schedule. For Fall 2012, the Final Examination will be held: **Friday, December 14, 11 a.m.-1 p.m.** 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.
SPEECH ASSIGNMENT GRADING

A   An outstanding speech. Clear goal that is well adapted to the 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 will be assigned in class throughout the semester. Blackboard will be utilized for grading and posting of assignments.

Week 1: Introductions
8/27  Introduction to the Course
     Speech of Introduction Assigned
     PLEASE PRINT, SIGN AND RETURN THE INTEGRITY CODE BY AUGUST 29

8/29  Read Chapter 1 – Getting Started and pps 40-41 "Presenting Yourself"
     Read http://americanrhetoric.com/rhetoricdefinitions.htm
     In-Class Activity 1
     Live Speech Observation Project Assigned
     SIGN AND RETURN THE INTEGRITY CODE TODAY

Week 2: Preparation
9/3   Labor Day - No Class

9/5   Read Chapter 2 "Preparing your First Presentation"
     and Chapter 7 "Delivering Speeches"
     Speech of Introduction Presentations
     Self-Evaluation Due by Email by 11:59 pm

Week 3: The Informative Speech
9/10  Read Chapter 3- “Selecting a Topic and Purpose”
     Read Chapter 4 – Audience Analysis

9/12  Read Chapter 10, “Presenting to Inform”
     Informative Speech Assigned

Week 4: Researching and Constructing the Informative Speech
9/17  Chapter 5-“Finding Information and Supporting Your Ideas”
     Informative Speech Topics Due - Share in class

9/19  Present Oral Reports of Live Speech Observation
     Written Report of Speech Analysis Due when Oral Presentation is Made

Week 5: Organization of Informative Speech
9/24  Read Chapter 6 – “Organizing and Outlining Your Presentation”
     Thesis Statement, Preliminary Outline and Bibliography Due

9/26  Read Chapter 8 - "Choosing Your Words"
Week 6: Putting It Together

Readings TBD
10/1 Revised Thesis Statement, Outline & Bibliography Due

10/3 In-Class Peer Edit
Practice Informative Speeches

Week 7: Informative Speech Delivery

10/8 **Group A - Informative Speeches Delivered, Speech Portfolios Due**
10/10 **Group B - Informative Speeches Delivered, Speech Portfolios Due**

Week 8: MIDTERMS
10/15 Midterm Review - come prepared with questions

10/17 MIDTERM EXAMINATION

Week 9: Moving to the Persuasive Speech

10/22 Chapter 11 – “Presenting Persuasive Messages”
Speech Video Playback and Group Discussion
Persuasive Speech assigned

10/24 Persuasive Speech - Class Discussions
Personal Speech Observation Assigned

Week 10: Organizing and Practicing Persuasive Speeches

Readings TBD
10/29 Persuasive speech thesis statement, outline and bibliography due
Share and discuss in class

10/31 Revised thesis statement, outline and bibliography due
In-Class Peer Edit
Practice Persuasive Speeches

Week 11: Delivering Persuasive Speeches

11/5 **Group B Delivers Persuasive Speeches, Speech Portfolios Due**

11/7 **Group A Delivers Persuasive Speeches, Speech Portfolios Due**

Week 12: Integrating Visual Aids
11/12 Chapter 9-“Visual Resources and Presentation Technology”
Assign Visual Aid Speech
Personal Speech Observation Assigned

11/14   NO Class -- Research Day for Visual Aid Speech
Activity 2 (Visual Aid Blog Post) Due by 2pm

Week 13: Visual Aids and Multimedia, Continued

11/19   Visual Aid Thesis, Outline and Bibliography Due
11/21   NO CLASS- Thanksgiving break

Week 14: Visual Aid Presentations

11/26 In-Class Peer Edit – Practice Visual Aid Speeches
       Read Chapter 12- “Speaking on Special Occasions”
       Personal Speech Observation Due

11/28 Group A - Visual Aid Presentations, Speech Portfolio Due

Week 15: Final Presentations

12/3   Group B - Visual Aid Presentations, Speech Portfolios Due

12/5   Presentations - Special Occasion Speech

OPTIONAL FINAL EXAM REVIEW: Monday, December 10 - Location & Time TBD

FINAL EXAM: Friday, December 14, 11 a.m.-1 p.m.

THIS SYLLABUS IS SUBJECT TO CHANGE AT THE DISCRETION OF THE INSTRUCTOR
INTEGRITY CODE
(Student Copy)

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

PLAGIARISM INCLUDES, BUT IS NOT LIMITED TO:
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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.)

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(Please sign and return this copy to instructor.)

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Student’s Signature
Date

Print Name