

**COMM 204: PUBLIC SPEAKING**  
Section 20377, Spring 2013  
Tuesday & Thursday, 8 am to 9:50 am, ASC 223

**Instructor:** Nina O'Brien

**Email:** nfobrien@gmail.com

**Office:** ASC G6: Comm. PhD offices (Lower Level of West Wing)

**Office hours:** Tuesdays and Thursdays 10-12 and by appointment

**Course Description:**

This course is designed to teach the principles and practice of effective oral communication, the analysis of the speaking-listening process, the selection and organization of materials for a variety of speaking situations and the 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 Texts:**

Nelson P., Titsworth, S. & Pearson, J. *iSpeak: Public speaking for contemporary life*. New York, NY: McGraw-Hill, 2011.

\*Textbook available at campus bookstore. Additional materials may be distributed throughout the semester.

**Course Policies**

**Attendance**

- Your attendance in this course, both as a speaker and listener, is vital and absences from class will affect your final grade.
- Excused Absences: In *some* circumstances, absences due to severe illness, religious observance, or university sanctioned activities (sports, band, academic competition, etc.) *may* be excused without penalty. Written documentation is required for an absence to be considered excused. When possible, please inform me of any known scheduling conflicts in advance of missing class.
- Unexcused Absences: Students are permitted one unexcused absence during the semester. Each additional unexcused absence results in the reduction of the final grade by 10 points. Students with more than 3 unexcused absences will not pass the class.
- **Punctuality: Students are expected to arrive on time and to remain in class for the duration of the period. Arriving late, leaving for any considerable portion of the class or leaving the class early are discouraged. Two lates or leaves equals one unexcused absence.**

### **Technology**

- Mobile phones must be turned off and put away – these may never be used in class.
- Laptops, tablets, etc. can be used for notetaking and research only – please no email or non-class related surfing.
- **Seriously, texters and surfers will be asked to leave and will be marked absent.**
- All technology will be put away during student speeches, practice speeches and group work.
- If these technology policies are violated repeatedly, I reserve the right to prohibit the use of all technology: you don't want to be the person who makes that happen.

### **Other**

- Being a *good listener* is part of your participation grade.
- Disrespectful behavior will not be tolerated.
- Students' attire on speech days should be appropriate and reflect professionalism and credibility (think business casual)
- Last-minute changes to speech topics are not permitted.

### **Academic Integrity**

I take academic integrity very seriously. 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 me 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 of the 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
- Using an essay, paper, or speech in more than one course without the permission of all the instructors

**You should be familiar with the following resources:**

- Guide to Avoiding Plagiarism: <http://www.usc.edu/student-affairs/SJACS/forms/tig.pdf>
- Guide to Avoiding Academic Dishonesty: <http://www.usc.edu/student-affairs/SJACS/forms/tio.pdf>
- Academic Integrity Overview: <http://www.usc.edu/student-affairs/SJACS/forms/AcademicIntegrityOverview.pdf>

**Disability Services:**

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 have the letter delivered to me as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m. - 5:00 p.m., Tuesday through Friday. DSP's phone number is (213) 740-0776.

**Course Grading**

Your grade in this course will be determined based upon the total number of points earned using the following grading scheme:

A	94% or more
A-	90-93%
B+	87-89%
B	83-86%
B-	80-82%
C+	77%-79%
C	73%-76%
C-	70%-72%
D+	67%-69%
D	63%-66%
D-	60%-62%
F	59% or less

**Assignments and Grading:**

- Assignments are due *before* noon on the date they appear in the class schedule
- All assignments should be submitted via email to [nfobrien@gmail.com](mailto:nfobrien@gmail.com)
- Where noted in the syllabus, please also bring paper copies of assignments to class
- **Missed deadlines result in 10% grade reduction for each day the assignment is late.**
- **Deliverables more than 5 days late receive a grade of zero.**
- Assignments and activities missed due to unexcused absences *cannot be made up*.
- You are responsible for obtaining notes and handouts from classes you miss.

### Grading breakdown:

Speeches:	
Introduction Speech	10 points
Informative Speech	
Topic	10 points
Thesis, Outline, Refs	20 points
Delivery	40 points
Persuasive Speech	
Topic	10 points
Thesis, Outline, Refs	20 points
Delivery	40 points
Visual Aid Speech	
Topic	10 points
Thesis, Outline, Refs	20 points
Visual Aids	20 points
Delivery	40 points
Speech Observations:	
Observation 1	30 points
Observation 2	30 points
Exams:	
Midterm Exam	50 points
Final Exam	75 points
Participation:	75 points
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Total:	500 points

### Additional Notes about Grading

- In-class exercises are not graded but 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: questions or complaints about grades received must be in writing, accompanied by a copy of the graded assignment within one academic week of your receipt of the grade

### Exams

- The date of the midterm exam is **TUESDAY MARCH 12 at 8 am.**
- The date of the final exam is **WEDNESDAY MAY 15 at 8 am.**
- You must take the final exam at this date and time. Per University policy, the final exam *cannot* be taken at another time unless it is in conflict with another USC final exam.

## Calendar of Class Meetings

### Week 1: Introductions

Tue Jan 15: Introduction to the Course

Thu Jan 17: Chapter 1: Getting Started  
*Introductory Speech*

### Week 2: Preparation

Tue Jan 22: Chapter 2: Preparing Your First Presentation  
How to listen to speeches and critique them

Thu Jan 24: Chapter 3: Selecting a Topic and Purpose  
Chapter 4: Analyzing the Audience (skim)

### Week 3: The Informative Speech

Tue Jan 29: Chapter 10: Presenting to Inform

Thu Jan 31: *Informative Speech Topics Due*  
Share and discuss topics

### Week 4: Researching and Constructing the Informative Speech

Tue Feb 5: Chapter 5: Finding Information and Supporting Your Ideas

Thu Feb 7: Chapter 6: Organizing and Outlining Your Presentation  
*Informative speech thesis statement, outline and bibliography due*  
Share and critique outlines in class

### Week 5: Elements of Successful Delivery

Tue Feb 12: NO CLASS TODAY: Work on your informative speeches!

Thu Feb 14: Chapter 7: Delivering Speeches

### Week 6: Choosing words wisely (and some Oscar fun)

Tue Feb 19: Chapter 8: Choosing Your Words

Thu Feb 21: Chapter 12: Speaking on Special Occasions  
*Have you gotten your live event observation approved yet?*

**\*Sunday February 24: The 85<sup>th</sup> Academy Awards hosted by Seth MacFarlane\***

### **Week 7: Practice and Delivery of Informative Speeches**

Tue Feb 26: Practice informative speeches

Thu Feb 28: First round of informative speeches

### **Week 8: Delivery of Informative Speeches, part 2 / Review for Midterm Exam**

Tue Mar 5: Second round of informative speeches

Thu Mar 7: Regroup, rethink and revise

### **Week 9: Midterm Exam / The Persuasive Speech**

Tue Mar 12: *Midterm exam*  
*Speech observation assignment # 1:*  
*Live event observation due by 8 am (via email)*

Thu Mar 14: Chapter 11: Presenting Persuasive Messages  
*Persuasive Speech Topics Due*  
Share and discuss topics

### **Week 10: Spring Break**

Tue Mar 19: SPRING BREAK (Have fun!)

Thu Mar 21: SPRING BREAK (Be safe!)

### **Week 11: Persuasive Speeches**

Tue Mar 26: *Persuasive speech thesis statement, outline and bibliography due*  
Share and critique outlines in class

Thu Mar 28: Tools and theories of persuasion

### **Week 12: Practice and Delivery of Persuasive Speeches**

Tue Apr 2: Practice persuasive speeches

Thu Apr 4: First round of persuasive speeches

### **Week 13: Delivery of Persuasive Speeches, part 2**

Tue Apr 9: Second round of persuasive speeches

Thu Apr 11: NO CLASS either today or April 9 - TBD

### **Week 14: Transforming speeches to incorporate sensory aids**

Tue Apr 16: Chapter 9: Visual Resources and Presentation Technology  
Demo of some options for incorporating sensory aids

Thu Apr 18: *Plan for transforming your speech into a visual presentation due*  
Share and critiques ideas in class

### **Week 15: Practice and delivery of sensory aid speeches**

Tue Apr 23: Practice sensory aid speeches

Thu Apr 25: First round of sensory aid speeches

### **Week 16: Delivery of sensory aid speeches, continued.**

Tue Apr 30: Second round of sensory aid speeches

Thu May 2: Third round of sensory aid speeches

### **REVIEW AND FINAL EXAM**

Tue May 7: OPTIONAL REVIEW SESSION FOR FINAL EXAM

**Wed May 15: Final Exam (8-10am)**  
*Speech observation assignment # 2:*  
*Self-observation due by 8 am (via email)*

**\*\*This schedule is subject to change at the instructor's discretion.\*\***