

**COMM 204
PUBLIC SPEAKING
SPRING 2013**

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Office: ASC 323
Office Hours: Immediately after class, 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 TEXTS

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

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

REQUIRED SUPPLEMENTAL MATERIALS

2-Pocket Folder for Speech Portfolios
4" x 6" Index Cards for Speech Note Cards

RECOMMENDED SUPPLEMENTAL MATERIALS

APA Style Manual (Most Recent Edition).

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 213-740-077

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.

| | |
|--|---|
| <u>Delivery Drill</u> | 10 points |
| <u>Speech Observation Project</u> | 40 points (20 points written + 20 points oral report) |
| <u>Speeches</u> | |
| Informative | 50 points (40 points + 10 points research portfolio, including Topic Justification) |
| Persuasion | 75 points (65 points + 10 points research portfolio, including Strategy Paper) |
| Visual Aid (Prezi) | 75 points (50 points + 15 Topic Justification + 10 points research portfolio) |
| <u>Exams</u> | |
| Midterm: | 75 points |
| Final | 75 points |
| In-class Activity & Participation | 50 points |
| Participation is effectively a little more than 10% of your grade. <u>Perfect attendance = full participation points.</u> | |
| TOTAL | 450 POINTS |

FINAL EXAMINATION

- 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 your instructor immediately. cc: this notification to the Course Director Dorine Lawrence-Hughes, dlawren@usc.edu.

Any assignment-specific policies will be provided when assignments are given out.

1. 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. **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 by on-half grade after 2 unexcused absences. The amount of any further reduction will be 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.
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 returning to school. 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. 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 assignments to pass the course.**
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 are to turn off—not put on "vibrate"—cell phones during class.
8. **Student's attire should be appropriate for a business setting on speech days.** Casual dress negatively affects perceptions of credibility.
9. 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.

BLACKBOARD

Several handouts and guides to effective public speaking are on Blackboard. You are to access Blackboard on a weekly basis, download these materials, study them, and apply the teachings to your speeches and/or use these notes to study for the midterm. On Blackboard you will also find several assignments and evaluation sheets. You are required to download, printout, and bring an evaluation sheet for the appropriate speech with you on the day of your presentation of that speech. You will give this evaluation to the instructor. The instructor will use this evaluation sheet for grading your speech.

SPEECH ASSIGNMENT GRADING

Criteria Used for Evaluating Speeches

The *average speech* (grade C) should meet the following criteria:

1. Conform to the kind of speech assigned-informative, persuasive, etc.
2. Be ready for presentation on the assigned date

3. Conform to the time limit
4. Fulfill any special requirements of the assignment-preparing an outline, using visual aids, conducting an interview, etc.
5. Have a clear specific purpose and central idea
6. Have an identifiable introduction, body, and conclusion
7. Show reasonable directness and competence in delivery
8. Be free of serious errors in grammar, pronunciation, and word usage

The ***above average speech*** (grade B) should meet the preceding criteria and also:

1. Deal with a challenging topic
2. Fulfill all major functions of a speech introduction and conclusion
3. Display clear organization of main points and supporting materials
4. Support main points with evidence that meets the tests of accuracy, relevance, objectivity, and sufficiency
5. Exhibit proficient use of connectives-transitions, internal previews, internal summaries, and signposts
6. Be delivered skillfully enough so as not to distract attention from the speaker's message

The ***superior speech*** (grade A) should meet all the preceding criteria and also:

1. Constitute a genuine contribution by the speaker to the knowledge or beliefs of the audience
2. Sustain positive interest, feeling, and/or commitment among the audience
3. Contain elements of vividness and special interest in the use of language
4. Be delivered in a fluent, polished manner that strengthens the impact of the speaker's message

The ***below average speech*** (grade D or F) is seriously deficient in the criteria required for the C speech.

Grading Scale

By Percentage

| | | |
|----------------|----------------|-----------------|
| 93% - 100% = A | 90% - 92% = A- | 87% - 89% = B+ |
| 83% - 86% = B | 80% - 82% = B- | 77% - 79% = C+ |
| 73% - 76% = C | 70% - 72% = C- | 67% - 69% = D+ |
| 63% - 66% = D | 60% - 62% = D- | 59% & below = F |

By Points

| | | |
|---------------|----------------|-----------------|
| 418 - 450 = A | 405 - 417 = A- | 391 - 404 = B+ |
| 373 - 390 = B | 360 - 372 = B- | 346 - 359 = C+ |
| 328 - 346 = C | 315 - 327 = C- | 301 - 314 = D+ |
| 283 - 300 = D | 270 - 282 = D- | 269 & below = F |

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.

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Student's Signature

Date

Print Name