

COMM 204: Public Speaking - Spring 2013

Instructor: Dr. Erica Watson-Currie

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Office Hours: MWF 9:00 to 9:50 and 12:00* to 12:30, by appointment

Sections: 20382R - MWF 10:00 to 10:50 am
20383R - MWF 11:00 to 11:50 am

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 competence, ease, and confidence in delivering brief impromptu messages.
- ▶ To demonstrate communicative expertise through rhetorical analysis and criticism.
- ▶ To develop proficiency in constructing and delivering planned informative, and persuasive speeches.
- ▶ To develop skills in creating and using a variety of visual aids.
- ▶ To learn about strategic challenges and ethical requirements faced by speakers across a variety of rhetorical situations.

REQUIRED TEXT:

Nelson, P., Titsworth, S., & Pearson, J. (2011). <i>iSpeak: Public speaking for contemporary life</i> . New York: McGraw Hill.
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Other readings &/or recordings may be assigned during the semester by the instructor.

RECOMMENDED SUPPLEMENTAL MATERIALS:

- ▶ APA Style Manual (6th Edition) – All papers and outlines for this class must be submitted in proper APA style, including citations and bibliographies. Library handouts and/or websites may be sufficient.
- ▶ 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 and Journalism is committed to upholding the

University's Academic Integrity code as detailed in the SCampus guide. It is the school's policy 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.

- ▶ 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>

ASSIGNMENTS

Speech Observation Project

Written Assignment	25 points
Oral Report	25 points

Total: 50 points

Speeches

Informative	50 points (40 points + 10 points outlines & APA bibliography)	
Persuasive	85 points (75 points + 10 points outlines & APA bibliography)	
Final Speech*	95 points (75 points + 20 points outlines, slides, & APA bibliography)	
	<i>*w/ Visual Aid (or Audio)</i>	

Total: 230 points

Exams

Midterm:	70 points
Final:	80 points

Total: 150 points

In-class Activities* & Participation

Total: 70 points

GRAND TOTAL

100% == 500 POINTS

There is no "extra credit" available in COMM 204.

**However, there will be many impromptu opportunities for volunteers to receive points for in-class activities. The total number of points available will exceed 70 points. So those who achieve this portion of their available points early may be asked to take their turn as supportive and encouraging audience members, and to encourage their less extroverted classmates to participate more actively.*

GENERAL COURSE POLICIES:

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 you attend every class. The University of Southern California prohibits the awarding of points solely on a student's physical presence in a class. However, USC allows 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. 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) Serious natural disaster such as fire, earthquake,¹ or civic unrest, or (4) Court related obligation such as jury duty, appearance, deposition, or subpoena. *Absences (excused and unexcused) may result in a lower grade if work is not made up in a timely manner.*² **Arriving late or leaving early will also affect your participation points.** Your **final course grade** will be reduced after four (4) excused or unexcused absences. The amount of the reduction is calculated on the total number of absences. 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 instant messaging, web surfing, Facebooking, or involved in other similar activities during class will be asked to leave and retroactively marked as absent for the day. Instructors are allowed to ban laptops in the classroom at their discretion. Students are to turn off 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 returning to school.
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. All missed assignments must be made up in a timely manner. Discuss what is timely, under the unique circumstances of your absence, with your instructor the day you return to class. This discussion should take place during office hours, before or after class, and not take away from class time.
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 5 days.
7. Student's attire should be appropriate for a business setting on speech days. Casual dress negatively affects perceptions of credibility.
8. Speeches and papers must be the original work of the student and not used for any other course (this includes taking a "written" assignment and turning it into an "oral" assignment). Violation of this policy is an Academic Integrity Violation and can result in a student being expelled from the School of Communication.

¹ This is California. No one gets a "free pass" just because there's a little tremor: If the university is in session, you are required to attend class.

² "Timely" means within a day or two of your return to school, or by negotiated agreement with instructor. It does NOT mean at the time near the end of the semester when you realize those points were important to your overall grade.

SPEECH ASSIGNMENT GRADING

- 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.
- 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.
- 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.
- 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.

SYLLABUS

(Readings are due before the class session)

Week 1: Jan. 14 - 18 *Introductions*

Chapter 1 Getting Started

Chapter 2 Preparing Your First Presentation

Week 2: Jan. 23 & 25 (1/21 is Martin Luther King, Jr. Holiday)

Chapter 2 (Continued)

Chapter 7 Delivery

Week 3: Jan. 28 - Feb. 1

Chapter 3 Selecting a Topic and Purpose

Artifact Speech of Self Introduction (FRIDAY)

* *Outline is One Note Card.*

Week 4: Feb. 4 - 8

Chapter 4 Audience Analysis

Chapter 5 Finding Information and Supporting Your Ideas; "Library day"

Week 5: Feb. 11 - 15

Chapter 10 Informative Speaking

Written Report on Speech Analysis Due (MONDAY)

Present - Oral Reports of Speech Analysis (FRIDAY)

* *Outline is One Note Card.*

Week 6: Feb. 20 & 22 (1/18 is Presidents' Holiday)
Review for midterm
Midterm on chapters 1, 2, 3, 4, 5, 7 & 10 on Feb. 22

Week 7: Feb. 25 - Mar. 1
Chapter 6 Organization
Chapter 8 Choosing Your Words

Week 8: Mar. 4 - 8 *Finish organization and language*
Red Pen Day (FRIDAY) Bring TWO copies of your Informative Speech Outline.

Week 9: Mar. 11 - 15 Informative Speeches Delivered and video playback in class.

SPRING BREAK

Week 10: Mar. 25 - 29
Chapter 11 – Persuasive Speaking

Week 11: Apr. 1 & 3
Chapter 9 Visual Aids: Power Point, Prezi, and discussion of best practices
Red Pen Day (WEDNESDAY) Bring TWO copies of your Persuasive Speech Outline.
* *April 5th is a "Work Day"*

Week 12: Apr. 8 - 12 *Present Persuasive Speeches*

Week 13: Apr. 15 - 19 *Finish Persuasives, if necessary.*
Red Pen Day for Visual Aid speeches (WEDNESDAY) Bring TWO copies of your Speech Outline.

Week 14: Apr. 22 - 26 *Present Visual Aid Speeches*

Week 15: Apr. 29 - May 3
Chapter 12 Special Occasion Speaking
Review for final

FINAL EXAM

- ▶ 20382R - MWF 10:00 to 10:50 am Your Final Exam is Monday, May 13th from 8-10 a.m.
- ▶ 20383R - MWF 11:00 to 11:50 pm Your Final Exam is Wednesday, May 8th, 11am to 1pm

INTEGRITY CODE
(Student Copy)

Plagiarism and other forms of cheating are not tolerated at Annenberg

PLAGIARISM INCLUDES, BUT IS NOT LIMITED TO:

- Borrowing another person's ideas without acknowledging them
- Not attributing paraphrased ideas to their source
- Claiming to be paraphrasing by exchanging several words from the original for synonyms
- Not citing quoted material
- Copying from any source, but presenting the work/words/ideas as your own
- Downloading sentences, paragraphs or entire speeches off of 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:

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.

PLAGIARISM/CHEATING: CREDIT ALL YOUR SOURCES IN YOU PRESENTATIONS.

Plagiarism involves using another person's ideas or words without citing the original writer(s) 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 me if you are unsure about what to acknowledge at any time. I will be happy to help you.

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.

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. You are also responsible for saving your documents as I may request additional copies.

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Student’s Signature

Date

Print Name