

COMM 204: PUBLIC SPEAKING (FALL 2013)
Annenberg School for Communication & Journalism
MWF / 10:00-10:50am (20381R)
MWF / 11:00-11:50am (20377R)
ASCJ 223

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Office: ASCJ 333
Office Hours: Monday, 12-2pm (also, 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 READINGS

- Nelson, P., Titsworth, S., & Pearson, J. (2013). *iSpeak: Public speaking for contemporary life*. New York: McGraw-Hill
- Additional readings will be made available on Blackboard

COURSE POLICIES

You must complete *all* course assignments (i.e. all speeches, speech observations and exams) in order to pass the course. Missed deadlines result in a 20% grade reduction per day. Assignments more than 5 days late receive a grade of zero. Assignments and activities missed due to unexcused absences *cannot be made up*.

Laptops may be used for note-taking purposes during lectures only. Laptops are not to be open during in-class speech activities. Phones and other telecommunication devices must be turned off and stowed at all times (this includes Internet chat clients on your laptop or phone).

ATTENDANCE

A significant number of the points in this course are based on active participation in class activities. This means that *more than three unexcused absences will negatively affect your participation grade*. If you need to miss class due to a medical or other reason, you must provide prior, written documentation in order to have the absence excused. Assignments and activities missed due to unexcused absences *cannot be made up*. You are responsible for obtaining notes and handouts from classes you miss. I reserve the right to reduce your participation grade due to excessive unexcused absences and/or tardies.

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. If you are confused about what constitutes plagiarism or academic dishonesty, please check with me to get your questions answered!

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.

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 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.

ASSIGNMENTS

Speeches

| | |
|-------------------------|-----------|
| Introduction Speech | 10 points |
| Informative Speech | |
| Topic | 10 points |
| Thesis, Outline, Biblio | 20 points |
| Delivery | 40 points |
| Visual Aid Speech | |
| Topic | 10 points |
| Thesis, Outline, Biblio | 20 points |
| Visual Aids | 10 points |
| Delivery | 40 points |
| Persuasive Speech | |
| Topic | 10 points |
| Thesis, Outline, Biblio | 20 points |
| Delivery | 40 points |

Speech Observations

| | |
|-----------------------|-----------|
| Observation #1 (Live) | 30 points |
| Observation #2 (Self) | 30 points |

Participation

| | |
|-----------------------------|-----------|
| Activity #1 | 10 points |
| Activity #2 | 10 points |
| Activity #3 | 10 points |
| Activity #4 | 10 points |
| General Class Participation | 45 points |

Exams

| | |
|--------------|-----------|
| Midterm Exam | 50 points |
| Final Exam | 75 points |

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|--------------|------------|
| Total (100%) | 500 points |
|--------------|------------|

COURSE SCHEDULE

All reading assignments should be completed prior to class on the day they are listed. This schedule is tentative and is subject to change at the discretion of the instructor. Additional readings and all assignment prompts will be available on Blackboard.

Week # 1

- 8/26 Introduction
- 8/28 Read: "Chapter 1: Getting Started"
In Class: Speech Observation #1 assigned (Live Observation)
- 8/30 Read: "Chapter 2: Preparing Your First Presentation"
In Class: Introduction Speech assigned

Week #2

- 9/2 No class (Labor Day)
- 9/4 In Class: **Introduction Speeches (Group A)**
- 9/6 In Class: **Introduction Speeches (Group B)**

Week #3

- 9/9 Read: "Chapter 3: Selecting a Topic and Purpose"
- 9/11 Read: "Chapter 4: Analyzing the Audience"
In Class: Informative Speech assigned
- 9/13 Read: "Chapter 10: Presenting to Inform"

Week #4

- 9/16 Read: "Chapter 5: Finding Information and Supporting Your Ideas"
In Class: Activity #1 assigned
- 9/18 Read: Text/s listed in Activity #1 (Blackboard)
In Class: Activity #1
Due: Informative Speech Topics
- 9/20 In Class: Activity #1
In Class: Workshop Informative Speech Topics

Week #5

- 9/23 Read: "Chapter 6: Organizing and Outlining Your Presentation"
- 9/25 Read: "Chapter 7: Delivering Speeches"
- 9/27 In Class: Screenings
Due: Informative Speech Bibliography & Thesis Statement

Week #6

- 9/30 Read: "Chapter 8: Choosing Your Words"
- 10/2 Research & Library Day
- 10/4 Read: Habermas, et al., "The Public Sphere" (Blackboard)
Due: Informative Speech Outline

Week #7

- 10/7 Read: Castells, "The new public sphere: Global civil society, communication networks, and global governance" (Blackboard)
- 10/9 In Class: **Informative Speeches (Group B)**
- 10/11 In Class: **Informative Speeches (Group A)**

Week #8

- 10/14 Read: Baym, "The Daily Show: Discursive integration and the reinvention of political journalism" (Blackboard)
Due: Speech Observation #1 (Live Observation)
- 10/16 In Class: Midterm Review
- 10/18 In Class: Midterm

Week #9

- 10/21 In Class: Screening
In Class: Activity #2 assigned
In Class: Visual Aid Speech assigned
- 10/23 In Class: Activity #2
- 10/25 Read: "Chapter 9: Visual Resources and Presentation Technology"
In Class: Speech Observation #2 assigned (Self Observation)

Week #10

- 10/28 In Class: Screening
In Class: Activity #3 assigned
Due: Visual Aid Speech Topic
- 10/30 In Class: Activity #3
- 11/1 In Class: Activity #3
In Class: Workshop Visual Aid Speech Outlines

Week #11

- 11/4 Read: Baxter, excerpts from *Speaking out: The female voice in public contexts* (Blackboard)
Due: Visual Aid Speech Thesis, Outline & Bibliography

- 11/6 Read: Squires, “Rethinking the Black public sphere: An alternative vocabulary for multiple public spheres” (Blackboard)
Read: Racialicious, “Muslim Women, YouTube, and Third Space” (Blackboard)
- 11/8 Read: Joselit, “The Video Public Sphere” (Blackboard)
Read: Jenkins, “Afterword: Reflections on politics in the age of Youtube” (Blackboard)

Week #12

- 11/11 In Class: **Visual Aid Speeches (Group A)**
- 11/13 In Class: **Visual Aid Speeches (Group B)**
- 11/15 Read: “Chapter 11: Presenting Persuasive Messages”
In Class: Persuasive Speech Assigned

Week #13

- 11/18 Read: Nisbet, “Communicating Climate Change” (Blackboard)
- 11/20 Read: “Chapter 12: Speaking on Special Occasions”
In Class: Activity #4 assigned
Due: Persuasive Speech Topic
- 11/22 No class

Week #14

- 11/25 In Class: Activity #4
- 11/27 In Class: Activity #4
In Class: Workshop Persuasive Speeches
Due: Persuasive Speech Thesis, Outline & Bibliography
- 11/29 No class (Thanksgiving)

Week #15

- 12/2 In Class: **Persuasive Speeches (Group B)**
- 12/4 In Class: **Persuasive Speeches (Group A)**
- 12/6 In Class: Review for Final Exam
Due: Speech Observation #2 (Self Observation)

Final Exam

- 10:00 – 10:50am (20381R): Monday 12/16, 8-10am
11:00 – 11:50am (20377R): Wednesday 12/11, 11am – 1pm