

## **COMM 204: Public Speaking Fall 2013**

**Instructor:** Katrina Pariera  
**Section:** 20382R, Tuesday/Thursday, 8:00am-9:20am, ASC 232  
**E-mail:** pariera@usc.edu  
**Office:** ASC G6 - PhD Offices - Annenberg Basement - Below West Lobby  
**Office Hours:** By appointment

### **COURSE DESCRIPTION**

The purpose of this course is to help you learn the skills and theories related to being a successful public speaker. We will focus on the role of public speaking in society, the speaking-listening process, research skills, how to select and organize materials, and the best use of multimedia tools in presentations. The course should prove to be relevant in the academic and business worlds, and useful to you in a broader social context.

### **COURSE OBJECTIVES**

- To define and explain communication concepts that serve as a basis for public speaking.
- To demonstrate knowledge of listening, analytical reasoning, verbal and non-verbal communication, and research skills.
- To research, prepare, and deliver well organized, informative presentations that conform to the audience members' needs.
- To analyze and evaluate public speaking attempts by others.

### **REQUIRED TEXT**

Nelson, P., Titsworth, S., & Pearson, J. (2013). *iSpeak: Public speaking for contemporary life*. New York: McGraw Hill. (Available at the USC Bookstore)

Other readings or recordings may 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. See: <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**

Cheating and plagiarism undermine your own educational opportunities. Academic dishonesty of any kind will not be tolerated, and ignorance will not be considered an excuse for such behavior. The School of Communication and Journalism is committed to the highest standards of academic excellence and ethical support. It endorses and acts on the SCampus policies and procedures detailed in the section titled “University Sanction Guidelines.” These policies, procedures and guidelines will be assiduously upheld. They protect your rights, as well as those of the faculty. Violations of this policy will result in a failing grade in the course, and be reported to the Office of Student Conduct.

If you have any questions, please see me and we’ll work together to make sure you’re on a path that will lead to successful learning without dishonest means.

*Plagiarism includes, but is not limited to:*

Borrowing another person’s ideas or words without acknowledging them. Be honest about where you get your information, as recognizing the scholarly work that precedes you is a sign of respect and “due diligence” in your research.

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.

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.

**USE OF COMPUTERS OR PHONES NOT PERMITTED: The use of mobile phones and laptops during class time is never permitted** - they must be turned off and out of reach at all times. It is more important to participate than to take detailed notes. Handwritten notes will suffice. After each discussion and lecture session, you may want to take some time to reflect on the learning experience and type whatever notes may seem useful. However, all computers and tablets are to be turned off and stored during lectures. Receiving or sending communication or entertainment during class disrupts the learning environment and is discourteous to those around you.

**Assignments and Grading:**

*Speeches: (250 Points Total)*

- Introduction Speech (Personal Narrative) - 10 points
- Informative Speech (News & Information)
  - Research Portfolio - 10 Points
  - Content & Delivery - 50 points
- Persuasive Speech (Contemporary Issue of Public Interest)
  - Research Portfolio - 10 Points
  - Content & Delivery - 50 points
- Visual Aid Speech (Historical or Contemporary Subject)
  - Research Portfolio - 10 Points
  - Content & Delivery - 50 Points
  - Visual Aid - 20 Points
- Special Occasion Speech - 40 Points

*Speech Observations: (50 Total)*

- Live Observation - 25 Points
- Self Observation - 25 Points

*Exams: (125 Total)*

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

*Class Activities/Participation: (75 Total)*

- Activity 1 –Self-evaluation from introduction speech - 10 Points
- Activity 2 – Oral reports of live speech observation 10 Points
- Activity 3 - 10 Points
- Activity 4 - 10 Points
- Activity 5 - 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 are required to do all of the reading, attend all classes, complete all assignments, and participate fully in class discussions. Attendance is mandatory and will be taken each class meeting -- tardies (whether coming to class late or leaving early) will be tracked along with absences. Each absence beyond three will result in an automatic 5% deduction from your final grade.

Your attendance grade may also be affected by your level of attention during class lecture. Speaking up in class, being a supportive listener, and being a respectful peer are all ways to show involvement. Participation points are also based on your participation as an audience member

**LATE WORK:** There will be a full letter grade loss on the evaluation of an assignment for each day that it is late. Late work will not be accepted after the class that is one week after the original due date.

**GRADING SCALE:**

A	93-100	A-	90-92.9	B+	87-89.9	B	83-86.9
B-	80-82.9	C+	77-79.9	C	73-76.9	C-	70-72.9
D+	67-69.9	D	63-66.9	D-	60-62.9	F	59.9 or below

**FINAL EXAMINATION:** The day and time for the final examination can be found in the Official University Final Examination Schedule. Our Final Examination will be **Wednesday, December 11, at 8:00am**. You must take your final exam on this date and time. 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.

**Important Dates:**

Midterm – Oct. 15

Thanksgiving – Nov 27 – Nov 30

Last Class – December 5

Final Exam – **Wednesday**, December 11:00, 8:00-10:00am

**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 enough areas to merit an "A". A good job of meeting most the established criteria for that speech. Speech 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.**

Readings should be completed in full, with particular attention paid to those sections specifically noted. The schedule is subject to change at the discretion of the instructor. Blackboard (BB) will be utilized for grading and posting of assignments, as well as for the posting of additional readings.

### *Week 1: Introductions*

8/27 Introduction to the Course  
Live Speech Observation Project Assigned (Due Thursday, Sept. 19)

8/29 Read Chapter 1 – Getting Started  
Speech of Introduction Assigned (Due Thursday, Sept. 5)

### *Week 2: Preparation*

9/3 Read Chapter 2 "Preparing your First Presentation"  
Turn in signed Integrity Code (at bottom of syllabus)

9/5 Read Chapter 3 "Selecting a Topic and Purpose"  
**Speech of Introduction Presentations**  
**Self-Evaluation Due by Email by 11:59 pm tonight**

### *Week 3: The Informative Speech*

9/10 Read Chapter 10, "Presenting to Inform"  
Informative Speech Assigned (Due Tuesday, Oct. 8)

9/12 Read Chapter 4 – "Audience Analysis"

### *Week 4: Research and Organization*

9/17 Read Chapter 5 – "Finding and Using Information"  
**Informative Speech Topics Due - Share in class**

9/19 Read Chapter 6-"Organizing Your Presentation"  
**Present Oral Reports of Live Speech Observation (Group A)**  
**Written Report of Live Speech Observation Due for everyone**

### *Week 5: Planning the Informative Speech*

9/24 **Present Oral Reports of Live Speech Observation (Group B)**

9/26 Read Chapter 8 - "Choosing Your Words", Activity 3  
**Thesis Statement, Preliminary Outline and Bibliography Due**

*Week 6: Putting It Together*

10/1 Read Chapter 7 – “Delivering Your Speech”  
Practice Informative Speeches

10/3 **Group B - Informative Speeches Delivered, Speech Portfolios Due**

*Week 7: Informative Speech Delivery, continued*

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

10/10 Midterm Review - come prepared with questions

Week 8: MIDTERMS

10/15 MIDTERM EXAMINATION

10/17 Chapter 11 – “Presenting Persuasive Messages”  
Persuasive Speech assigned

*Week 9: The Persuasive Speech*

10/22 Personal Speech Observation Assigned  
Persuasive speech thesis statement, outline and bibliography due  
Share and discuss in class

10/24 Practice Persuasive Speeches  
Activity 4

*Week 10: Persuasive Speeches*

10/29 **Group A Delivers Persuasive Speeches, Speech Portfolios Due**

10/31 **Group B Delivers Persuasive Speeches, Speech Portfolios Due**

*Week 11: Integrating Visual Aids*

11/5 Chapter 9 – “Using Visual Resources”  
Assign Visual Aid Speech

11/7 Visual Aid - Activity 5

*Week 12: Visual Aids and Multimedia, Continued*

11/12 Visual Aid Thesis, Outline and Bibliography Due  
Practice Visual Aid Speeches  
**Personal Speech Observation Due**

11/14 Read Chapter 12- “Speaking on Special Occasions”  
Special Occasion Speech Assigned

*Week 13: Speaking on Special Occasions*

11/19 **Group B - Visual Aid Presentations, Speech Portfolios Due**

11/21 **Group A - Visual Aid Presentations, Speech Portfolio Due**

*Week 14: Special Occasions, continued*

11/26 Class Discussion - Speaking on Special Occasions

11/28 NO CLASS - THANKSGIVING

*Week 15: Final Presentations*

12/3 **Presentations - Special Occasion Speech – Group A**

12/5 **Presentations - Special Occasion Speech – Group B**

**FINAL EXAM: Wednesday, December 11, 8:00-10:00am**

## INTEGRITY CODE

(Please sign and return to instructor.)

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

Not citing quoted material

Copying from any source, but presenting the work as yours

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's students conduct office.**

Student's Signature

Date

Print Name