

COMM 204 SYLLABUS

Section 20382R

Public Speaking

Monday & Wednesday, 12:00 pm to 1:50 pm

Spring Semester 2016

Classroom: ASC 231

Professor: Michael Wissot

Office: ASC 333

Cell Phone: (805) 490-2460

Office E-Mail: mwissot@usc.edu

Office Hours: *Only by Appointment*, M & W, 11am-12pm, 2-3pm

Course Description: This class will require an intensive examination of the principles of public speaking, as well as the application of the theory of public discourse to representative speaking situations. Students will be exposed to a wide range of communication theory and vocabulary, and they will be asked to apply these approaches to informative and public speaking. The class will also cover a variety of contemporary topics, tied closely to public policy.

Course Goals:

- To achieve excellence in constructing and delivering informative and persuasive speeches
- To acquire skills in creating and integrating effective visual aids
- To strengthen communicative competence through rhetorical analysis and criticism
- To appreciate strategic challenges and ethical requirements of public speaking

Course Meaning: We will demonstrate the highest attainable work ethic and discover within us that which is superior to circumstance. We will persevere this semester toward the most rewarding pursuit in higher education – the stimulation of thought, emotion, and soul. It is my duty to prepare you, as future leaders of the Free World, to integrate your communication skills into all fields of endeavor. As individuals and as a collective unit, we will dare to be great.

Required Textbook: Nelson P., Titsworth, S. & Pearson, J. *iSpeak: Public speaking for contemporary life*. New York, NY: McGraw-Hill, 2015.

Additionally Required Materials: *Available via e-mail or the university's Blackboard course site*

Preparedness: Class will meet each Monday and Wednesday throughout the semester. You must complete ALL course requirements in order to earn a grade in this course. You are responsible for all reading assignments as pop quizzes may be given to determine your preparedness for class. You are responsible for giving speeches on the date when you are scheduled. Since your attendance in this course – both as a speaker and listener – is vital, any absences from class will affect your final grade. You are, therefore, required to notify me BEFORE missing class and provide corresponding documentation AFTERWARD. In the event that both of these criteria are satisfied, you will receive “make up” assignments/projects to suffice for time missed from the classroom. Please note that I will record an unexcused absence if you miss any considerable portion of the class period (arriving late, leaving early) without my prior authorization. Late submissions on assignments will result in a 10% grade deduction for every day late. Classroom behavior will be predicated on an environment of mutual respect. Any level of disruptive or threatening student behavior is unacceptable. We are here to learn from each other in a non-threatening environment. You are encouraged to formulate and share opinions with due discretion, as well as be comfortable in practicing communication techniques and delivering formal speeches in a safe environment. However, any behavior that is deemed disrespectful by the instructor will affect your participation points.

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Syllabus (cont.)**

Academic Integrity: 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. 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>

Use of Technology: Students may only use technology-based products with the expressed written consent of the professor. The use of laptops, mobile phones and all other computer devices during class time is not permitted. Accessing the Internet in any capacity during class time is not permitted. **Any violation of this class policy may result in the loss of ALL participation points for the entire semester, as well as other ramifications under university policy.**

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., Monday through Friday. DSP's phone number is (213) 740-0776.

Grading Procedures:

Introduction Speech: Narrative/Values (4-6 minutes)	30 points
Informative Speech: New Information/Finding (6-8 minutes)	60 points
Persuasive Speech: Fact/Value (8-10 minutes)	75 points
Persuasive Speech: Opportunity (6-8 minutes)	EC
Persuasive Speech: Policy (8-10 minutes)	100 points
Term Paper: Rhetorical Analysis (Two Copies Required)	100 points
Participation: In-Class Activities / Group Projects / Attendance	50 points
Midterm Exam	75 points
Final Exam	110 points
TOTAL:	600 POINTS

I expect you to complete all assignments on time. Late work, if accepted, may be penalized substantially.

Your final grade will be based on the following scale:

94 - 100 percent = A	74 - 76.9 percent = C
90 - 93.9 percent = A-	70 - 73.9 percent = C-
87 - 89.9 percent = B+	67 - 69.9 percent = D+
84 - 86.9 percent = B	64 - 66.9 percent = D
80 - 83.9 percent = B-	60 - 63.9 percent = D-
77 - 79.9 percent = C+	BELOW 60 percent = F

COURSE SCHEDULE AND REQUIRED READINGS

Week / Date	Topic / Activity	Assignment (iSpeak, 2015)
#1 1/11 & 1/13	Overview of Course	
	Foundational Theory Public Speaking as Communication & Communication Apprehension	Chapter 1
#2 1/20 only	Preparing for the First Presentation Speech Structure & Outlining	Chapter 2 Chapter 6
	Assign Speech #1 for Week #3 (Jan.25) in which you will deliver an Informative Speech about a classmate, including a specific experience in his/her life and how it reflects on important personal/societal values. Create a formal outline and keyword outline and submit one typed copy of each outline before presenting your speech. You will repeat this exercise for all speeches.	
#3 1/25 & 1/27	Deliver Speech # 1 (All type outlines due at beginning of class on the day you present your speech)	
	Evolution of Rhetorical Theory Early Greek Oratory, relation to citizenship Plato’s inquiry into rhetoric: ethical factors Aristotle’s inquiry: philosophical significance Cicero: Reuniting of wisdom and eloquence Impact of democracy on rhetorical theory	“Classical Origins of Public Speaking”
	Assign Speech # 2 for Week # 5 (Feb.8) in which you will deliver an Informative Speech about an issue that will expand your audience’s knowledge (with new information).	
#4 2/1 & 2/3	Topic selection and purpose of speech Researching Your Topic, Supporting Your Ideas	Chapter 3 Chapter 5
	Adapting a speech to audience & situation Methods of Presentation Informative Speaking	Chapter 4 Chapter 7 Chapter 10

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Course Schedule (cont.)

Week / Date	Topic / Activity	Assignment (iSpeak, 2015)
#5 2/8 & 2/10	Deliver Speech # 2 (All type outlines due at beginning of class on the day you present your speech) Review for Midterm Exam Presentation Aids (2 nd half material)	Chapter 9
#6 2/17 only	Midterm Exam on Wednesday, February 17 Covers Chapters 1-7 & 10 in iSpeak, plus all lectures and handouts BLUE BOOK REQUIRED (Loss of 10 points without Blue Book)	
#7 2/22 & 2/24	Listening (2 nd half material) Ceremonial Speaking (2 nd half material) Group Communication Workshop on Speech #2 Past Performances Assign Speech #3 for Week #9 (March 7 & 9) in which you will deliver a Persuasive Speech on a question of fact or value.	Lecture Chapter 12 Appendix (iSpeak)
#8 2/29 & 3/2	Using Language Effectively Persuasive Speaking Building Powerful Arguments Assign major term paper: DUE Monday, April 11, at beginning of class Two (2) copies of the term paper are REQUIRED. All papers must follow MLA style. Students without internal citing/references could be committing plagiarism and receive an “F” grade, plus possible referral to the Ethics Committee. (When in doubt or in need of help regarding MLA style, please show a first/rough draft of your term paper to an ASC faculty member or visit the university’s Writing Center. Rehearse Speech # 3 <u>at least 24 hours prior to delivering your speech in class.</u>	Chapter 8 Chapter 11 Lecture
#9 3/7 & 3/9	Deliver Speech # 3 (All type outlines due at beginning of class on the day you present your speech)	

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Course Schedule (cont.)

Week / Date	Topic / Activity	Assignment (iSpeak, 2015)
#10 – NO CLASSES on March 14 and March 16		
#11 3/21 & 3/23	Rhetorical Criticism: analysis/activities	RN / TB
	Rhetorical Criticism: analysis/activities	RR
	Review term paper samples and video analysis	MJW
	Workshop on Speech #3 Past Performances	
	Assign Extra Credit Speech for Week #13 (April 6 & 8) in which you will deliver a Persuasive Speech on a question of public policy. Commitments DUE 3/25.	
#12 3/28 & 3/30	Judging Rhetoric Review of Public Policy Speeches	“Evaluating the Rhetorical Act”
	Assign Speech #4 for Week #15 (April 18 & 20) in which you will deliver a Persuasive Speech on a question of public policy.	
#13 4/4 & 4/6	Deliver Extra Credit Speech (All type outlines due at beginning of class on the day you present your speech)	
	Analysis/Debate of Public Policy	Legislation TBD
	Final Review of Term Paper requirements	
#14 4/11 & 4/13	Persuasive Speechwriting	
	Rehearse Speech # 4 <u>at least 24 hours prior to delivering your speech in class.</u>	
	TERM PAPERS ARE DUE AT BEGINNING OF CLASS Monday, April 11. LATE PAPERS WILL HAVE 10 POINTS DEDUCTED PER DAY LATE. TWO (2) COPIES OF THE TERM PAPER ARE REQUIRED.	
#15 4/18 & 4/20	Deliver Speech # 4 (All type outlines due at beginning of class on the day you present your speech)	

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Course Schedule (cont.)

Week / Date	Topic / Activity	Assignment (iSpeak, 2015)
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#16

4/25 & 4/27

Cultural Communication Activity

Final Exam Review Session

April 27 is the last day to submit any late assignments/projects for “excused” absences or deliver “make-up” excused absence speeches.

#17

5/6 only

Final Examination: Friday, May 6, 11:00 a.m. – 1:30 p.m.

- Covers Chapters 8, 9, 11 and Appendix in iSpeak, plus all lectures & handouts AND selected materials covered in Test #1
- BLUE BOOK REQUIRED (Loss of 10 points without Blue Book)

The final exam will cover all iSpeak material (covered in study guide), lectures, discussion, and handouts. Please do not ask to take the final exam early because university regulations prohibit it.