

Communication 204: Public Speaking

Summer 2016 | M/W/F 9:00-11:50am |

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Instructor: Tisha Dejmanee
Office hours: By appointment
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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 provide you with solid foundations for the life skill of public speaking.

Course Aims:

- 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 needs of various audiences.
- To analyze and evaluate public speaking events by others.

Required Text:

- “Public Speaking: The Virtual Text.” *The Public Speaking Project*.
<http://publicspeakingproject.org/psvirtualtext.html>
- Other required readings or multimedia will be available on Blackboard.

Assignments:

Speeches: (100 Points Total)

1. Introduction Speech - 20 points
2. Informative Speech (News & Information)
Self-Reflection Blog - 5 Points
Content & Delivery - 20 points
3. Persuasive Speech (Contemporary Issue of Public Interest)
Self-Reflection Blog - 5 Points
Content & Delivery - 20 points
4. Visual Aid Speech (Historical or Contemporary Subject)
Self-Reflection Blog - 5 Points

Content & Delivery - 20 Points
Visual Aid - 5 Points

Exams: (70 Total)

Final Exam - 50 points
Digital Project - 20 points

Class Activities/Attendance: (30 Total)

Class Participation - 30 points

TOTAL: 200 Points

Speeches

Introduction Speech

This is a 3-4 minute speech about yourself. This is a chance for us to get to know more about you, and for you begin feeling comfortable speaking to your classmates.

Informative Speech

You will present a 5-7 minute speech informing your peers about a topic or idea of your choice. You will also be required to conduct research on your topic and provide three to five sources during your speech. The purpose of this speech is to sharpen your research skills and relay your thoughts to your audience in an engaging way.

Persuasive Speech

You will present a 5-7 minute speech that will require you to craft effective arguments and provide credible evidence for your claims. Your speech should request your audience to perform an action or to shift thoughts and feelings.

Visual Aid Speech

You will present a 5-7 minute speech that utilizes visual, audio, or other non-verbal tools. The focus of the speech will to buttress your claims with effective tools. You may revisit a topic or idea from your informative or persuasive speech.

Reflection Blog

You will write a 2-3 paragraph reflection blog after the THREE long speeches you give, to be posted within 24 hours of giving your speech in class. Please talk about what you learned in the process of preparing and giving your speech, why your speech topic is important or meaningful to you, what you think you did well, and what you felt you could improve upon, and how your speech reflected or engaged with course material. You are also required to comment on at least one blog post written by your peers for each speech format.

Exams

Final Exam

This is a skills-based course, however, we will be learning theoretical concepts to develop these skills. This in-class exam will be designed to test your knowledge on the foundations of public speaking.

Final Project

In lieu of a final exam, you will do a final project in the form of an extended blog post, a video, or other multimedia rendering of your choice. This is an opportunity to apply public speaking to a digital format and a potentially broader Internet audience. You may complete this project alone or in pairs. We will have a digital showcase towards the end of semester where your digital projects will be presented to the class.

Participation

Class Participation

You will be assessed on attendance; participation in discussion (including oral and written feedback on your peer's work); evidence of engagement with the course material; and, the class presentation assignment.

Class Presentations

In pairs, you will be assigned two chapters from the assigned public speaking text. When the topic is scheduled on the syllabus, you will be required to present the chapter to the class. You should summarize the main points of the chapter in a clear and engaging way. In addition, you must design and lead an exercise that focuses on improving one of the skills discussed in the chapter. This presentation should be between 20 and 30 minutes long. The class will give you written feedback and grade you on the clarity and effectiveness of this exercise.

Course Grading Policy:

Grades will be assigned as follows:

A	Outstanding, thoughtful and enthusiastic work
B+/B	Above average work, demonstrating good insight into assignment
B-/C+	Needs improvement on ideas, argument and follow-through
C and below	Fulfilling the bare minimum and showing little understanding of the material

Each assignment will be worth 100 points and will be converted to a percentage score depending upon the weight assigned to each. Your percentage scores on the assignments will be totaled and translated to a letter grade per the scale shown below:

A	= 100-93	C	= 76-74
A-	= 92-90	C-	= 73-70
B+	= 89-87	D+	= 69-67
B	= 86-84	D	= 66-64
B-	= 83-80	D-	= 63-60
C+	= 79-77	F	= 59-0

Annenberg School for Communication Academic Integrity Policy:

The Annenberg School for Communication is committed to maintaining the highest standards of ethical conduct and academic excellence. Any student found responsible for plagiarism, fabrication, cheating on examinations, or purchasing papers or other assignments will receive a failing grade in the course and may be dismissed as a major.

In addition to the formal academic integrity policy, our pedagogical policy is based on mutual respect; all students are encouraged to use the classroom as a space in which

to speak and to voice their opinions. Our expectation is that you will respect not only the professors but also your fellow classmates when they are participating in discussion.

Technology

As this is a practicals-skills and discussion-based class, laptops and phones should not be used during class time. Particularly on speech days, all technology must be turned off and put away.

Disability

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 be sure the letter is 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. The phone number for DSP is (213)740-0776.

Counseling Services

If you experience any personal problems during the semester, I encourage you to make use of USC's confidential Counseling Services at the Engemann Student Health Center. They can be contacted at (213) 740-7711. Their website is <http://engemannshc.usc.edu/counseling/>

Week 1

May 18 - Introduction

Introduction to the course
Sign up for group presentations
Time for group work

May 20

INTRODUCTORY SPEECHES

Week 2

May 23 - Public Speaking Competencies

Presentation: "Speaking with Confidence" (Chapter 11)
Presentation: "Delivering Your Speech" (Chapter 12)
Presentation: "Informative Speaking" (Chapter 15)

May 25 – Effective Speech Structure

Speech Observation Exercise
Presentation: "Organizing and Outlining" (Chapter 8)
Presentation: "Introductions and Conclusions" (Chapter 9)

May 27

INFORMATIVE SPEECHES

Week 3

May 30

MEMORIAL DAY – NO CLASS

June 1 – The Art of Debate

Guest Lecture – Flemming Rhode

June 3 – Considering Audience

Presentation: "Supporting Your Ideas" (Chapter 7)
Presentation: "Using Language Well" (Chapter 10)
Presentation: "Persuasive Speaking" (Chapter 16)

Week 4

June 6

PERSUASIVE SPEECHES

June 8 – Considering Audience

Presentation: Audience Analysis (Chapter 5)
Presentation: "Listening Effectively" (Chapter 4)

June 10 – Visual Aids

Presentation: "Visual Resources and Presentation Technology" (Chapter 9)

Public Speaking in the Digital Age

Week 5

June 13

VISUAL AID SPEECHES

June 15

Screening: The King's Speech

June 17 – Exam and Final Project Preparation

Course summary

Digital Project preparation time

Week 6

June 20

DIGITAL PROJECT SHOWCASE

June 22

Guest Lecture – Raffi Sarkissian, “Alternative Speech: The Politics of Everyday Activism”

June 24

FINAL EXAM

Week 7

June 27

No Class