

Public Speaking
Fall 2016

UNIVERSITY OF SOUTHERN CALIFORNIA

Annenberg School of Communication

COMM 204: Public Speaking (20379)

Tuesday and Thursday, 3:30pm-4:50pm, ANN 405

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Office Hours: Tuesdays and Thursdays 10:00a.m.-11:30p.m. & Wednesday 1:30p.m.-3 p.m.
(or by appointment)

Blackboard site: <http://blackboard.usc.edu/>

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 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 TEXT

Rothwell, Dan (2013). *Practically Speaking* Oxford University Press. ISBN: 978-019-5337679 (may be purchased in the bookstore or online)

On a rotating basis, you may be required to read or review the following:

- The Public Speaking Project (n.d.). *Public Speaking: The Virtual Text*. Retrieved from <http://publicspeakingproject.org/psvirtualtext.html>
- Gallo, C. (2105) *Talk Like Ted*. St. Martin's, Griffin: New York.
- *The New York Times* <http://www.nytimes.com>
- *Los Angeles Times* <http://www.latimes.com>
- YouTube and TED Talk videos

Other readings or recordings may be assigned during the semester by the instructor.

RECOMMENDED SUPPLEMENTAL MATERIALS

APA Style Manual – All papers for this class must be submitted in proper APA or MLA style, including citations and bibliographies. Library handouts and/or websites may be sufficient.

3 Two-pocket folders for speech portfolios

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 3601 Watt Way in Grace Ford Salvatori Hall, Rm. 120 and is open 8:30 a.m. – 5:00 p.m., Monday through Friday. The phone number for DSP is 213-740-0776.

Statement on Academic Conduct and Support Systems

Academic Conduct

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Section 11, *Behavior Violating University Standards*

<https://scampus.usc.edu/1100-behavior-violating-university-standards-and-appropriate-sanctions/>. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct/>.

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the *Office of Equity and Diversity* <http://equity.usc.edu/> or to the *Department of Public Safety* <http://capsnet.usc.edu/department/department-public-safety/online-forms/contact-us>. This is important for the safety whole USC community. Another member of the university community – such as a friend, classmate, advisor, or faculty member – can help initiate the report, or can initiate the report on behalf of another person. *The Center for Women and Men* <http://www.usc.edu/student-affairs/cwm/> provides 24/7 confidential support, and the sexual assault resource center webpage sarc@usc.edu describes reporting options and other resources.

Support Systems

A number of USC’s schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the *American Language Institute* <http://dornsife.usc.edu/ali>, which sponsors courses and workshops specifically for international graduate students. *The Office of Disability Services and Programs* http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html provides certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, *USC Emergency Information* <http://emergency.usc.edu/> will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.

Student Resources and Support

College can be a stressful time and challenges to one’s mental health can interfere with optimal academic performance. Seeking help and support is smart and effective. USC offers numerous resources that are confidential and free-of-charge. These resources can help you manage personal concerns that threaten your emotional or academic well-being.

Student Counseling Services 213-740-7711* <https://engemannshc.usc.edu/counseling/> Bias Assessment Response and Support

Relationship and Sexual Violence Prevention and Services (Sexual Violence) 213-740-4900*

Sexual Assault Resource Center- Rape Hotline (213) 626-3393

Office of Wellness and Health Promotion 213-740-9355

Student Support and Advocacy 213-821-4710

National Suicide Prevention Lifeline 1-800-273-8255* <http://www.suicidepreventionlifeline.org>

Worried about a classmate or friend? Call Trojans Care for Trojans to check in!

Title IX-Protected Class and Sexual Misconduct -<https://equity.usc.edu/title-ix/>

**24 hours emergency services*

ACADEMIC INTEGRITY IS IMPORTANT!/STATEMENT ON ACADEMIC INTEGRITY

USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one's own academic work from misuse by others as well as to avoid using another's work as one's own. All students are expected to understand and abide by these principles. [SCampus](#), the Student Guidebook, contains the University Student Conduct Code (see University Governance, Section 11.00), while the recommended sanctions are located in Appendix A.

ASSIGNMENTS (525 Total Points)

<u>Speeches</u>	<u>300 points</u>
Speech Observation Oral Report	35 points (25 points + 15 points written report)
Artifact/Speech of Introduction	15 points
Informative Speech	60 points (45 points + 15 points research portfolio)
Persuasion Speech	85 points (65 points + 20 points research portfolio)
Final Speech w/ Sensory Aid (Ted Talks)	100 points (75 points + 25 points research portfolio)
<u>Learning Assessments</u>	<u>75 points</u>
Learning Assessments	75 points (25 points mid-semester + late semester 50 points)
<u>In-class Activities & Participation</u>	<u>100 points</u>
In-class Activity #1	10 points
In-class Activity #2	10 points
In-class Activity #3	10 points
In-class Activity #4 (Culture and Leadership)	10 points
Library Instruction	10 points
In Class Tribute Speeches	10 points
Digital Lab Instruction	10 points
Red Pen Day (Informative Speech)	15 points
Red Pen Day (Persuasive Speech)	15 points
<u>Participation (Instructor Discretion)</u>	<u>50 points</u>
Reflection Papers	25 points
Instructor Discretion	25 points
TOTAL (100%)	

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

CLASS POLICIES

ALL SPEECH ASSIGNMENTS MUST BE COMPLETED TO PASS THIS CLASS. IF YOU FAIL TO PRESENT A SPEECH ON YOUR ASSIGNED DAY WILL RESULT IN A GRADE OF NO MORE THAN "C" WITHOUT A VALID EXCUSE. The fact that you simply aren't ready to present on your assigned speech day is not a valid excuse.

ATTENDANCE: Regular attendance is essential to success in this course and students must make an effort to be on time for class. We only meet twice a week so your presence is important. Attendance will be taken at the beginning of each class. The number of **excused or non excused** absences shall not exceed four (4) without penalty. 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) Natural disaster such as fire, earthquake, or civic unrest, or (4) Court related obligation such as jury duty, appearance, deposition, or subpoena. Much of the learning in a communication class comes from observing presentations and participating in class discussions so it is very important that you attend class. The University of Southern California *prohibits* the awarding of points solely on a student's physical presence in a class. However, they allow the use of unexcused absences and excessive tardiness to count against a grade. More than 4 absences will result in the award of one full grade lower. This includes leaving class early. ***Excessive tardiness or absences will result in a lower grade.*** The amount of the reduction is calculated on the total number of unexcused absences.

MAKE UP WORK: Make-up work will be allowed with penalty for excused absences only. Participation/activity points are often awarded for in-class activities. **YOU CANNOT MAKE UP PARTICIPATION/ACTIVITY POINTS.** For absences not excused, there will be a full letter grade loss on the evaluation of that assignment for each day that it is late. Scheduled activities will take precedence over any make-up work. Make-up work will not be accepted after the class which is one week after the original due date.

GRADING SCALE: GRADES ARE EARNED, NOT GIVEN; AVERAGE WORK DESERVES A "C"

A	92.6-100	A-	89.6-92.5	B+	87.6-89.5	B	82.6-87.5
B-	79.6-82.5	C+	77.6-79.5	C	72.6-77.5	C-	69.6-72.5
D+	67.6-69.5	D	62.6-67.5	D-	59.6-62.5	F	59.5 or below

PLAGIARISM/CHEATING: CREDIT YOUR SOURCES IN YOU PRESENTATIONS. Plagiarism involves using another person's ideas or words without citing the original writer 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 the instructor if you are unsure about what to acknowledge at any time. **FAILURE TO CREDIT SOURCES PROPERLY WILL LEAD TO A SIGNIFICANTLY LOWER GRADE, AT BEST.**

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.

OUTLINES AND WRITTEN ASSIGNMENTS: Outlines and other written materials must be submitted on their due date and the assignments **MUST BE TYPED** and professionally completed. Unless otherwise directed, all written materials are due on the date due by 11:59 pm by e-mail. Make sure to include appropriate documentation of sources using APA style. Incomplete materials may be considered late work.

MULTI-MEDIA COMPONENT: Please note that this class may involve the use of multimedia tools including the making and use of student video recordings of speeches, exchange of information through e-mailing, texting and file-sharing and the turning in of papers through Blackboard. Please understand that the use of these tools are not a requirement to pass the class and every reasonable accommodation will be made to help all students succeed regardless of the level of technical knowledge.

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.

GRADING QUESTIONS should be addressed in a timely manner. There is a 48 - hour "wait period" after receiving a

grade, but then you should address questions within the next 5 days. You must submit your complaint/rationale to me **in writing**. Complaints or requests for reconsideration of a grade will not be considered unless they are submitted in written form; such a complaint constitutes an argument, and will be evaluated by the standards of acceptable argumentation as presented in class readings and lectures.

Before you complain about a grade, consider the following questions during the 48-hour wait period:

- (1) Was your assignment submitted on time?
- (2) Did you follow the directions of the assignment?
- (3) Did you turn in your best work? If it was a written assignment, did you use proper grammar and syntax? Did you misspell words? Is your work neat and professional? Did you use weird spacing in an effort to make the paper appear longer than it really is?
- (4) Did you practice your speech? If the work was an oral assignment, did you complete the speech within the allotted time limit? Did you dress professionally? Did you read your speech as opposed to presenting it?
- (5) Did you credit your sources? Is your bibliography properly formatted?
- (6) Did you wait until the last minute to complete the assignment?
- (7) If you are missing participation points, were you absent the day of the classroom activity? Do you contribute to class discussions?
- (8) Don't whine, but I don't mind a well-supported argument.

I urge you to engage in a little self-examination before you submit a grade complaint.

CLASSROOM ETIQUETTE

1. **PLEASE TURN OFF** cellphones when you enter the classroom (silence is ok only if the phone does not vibrate). If your cellphone goes off repeatedly you may receive a deduction of grade points. Laptops may be banned if I determine that they are becoming a distraction.
2. **DON'T TALK**, text, read newspapers or magazines, sleep, do homework, etc. during class, or listen or play on your i-Phone or i-Pad. Not only is it distracting, but it's disrespectful. I do not ban the use of laptops in the classroom, but you generally will not need them. If I determine that they are becoming a distraction, I will ask you to shut them down. *This class is small. I see everything. You are not invisible and your whispering is louder than you think.*
3. **KEEP UP** with the text reading and assigned reading. Most classes will be devoted to a discussion of the reading for that day. Your participation, or lack thereof, will help determine the quantity or quality of class discussion.
4. **CHECK FIRST. DO NOT ENTER THE CLASSROOM DURING A STUDENT SPEECH OR PRESENTATION.** Public speaking is hard enough without someone walking around while others are speaking. Wait outside until you hear the applause.
5. **DRESS PROFESSIONALLY FOR YOUR SPEECH ASSIGNMENTS.** Please do not wear hats or any headgear while giving a speech or doing a debate. Take yourself seriously and we will, too. Student's attire should be appropriate for a business setting on speech days. Casual dress negatively affects perceptions of credibility.
6. Speeches and papers must be the **ORIGINAL WORK** of the student and not used for any other course. Violation of this policy is an Academic Integrity Violation.
7. **LIFE IS TOO SHORT.** Civility and Common Courtesy go a long way. Please respect the diversity of students and opinions in the classroom. When providing constructive criticism to other students, please be respectful and positive.
8. **Don't whine.** It's annoying.

FINAL EXAMINATION

The day and time for the final examination can be found in the Official University Final Examination Schedule in the **Exceptions Section**.

For Fall 2016, the Final Examination will be held: December 13, 2016

- Tuesday, December 13, 2016 at 11:59pm.

You must take your final exam on this date and time. **Please put this in your calendars now.** 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

SPEECH ASSIGNMENT GRADING- PLEASE READ CAREFULLY-JUST BECAUSE YOU FELT LIKE YOU “WORKED HARD” DOES NOT MEAN THAT YOUR SPEECH WARRANTS AN “A” GRADE

- 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. 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 any or enough areas to merit an "A". A good job of meeting most or all established criteria for that speech. Speech may lack preview statement or 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. Additional readings and assignments may be assigned in class throughout the semester. Blackboard will be utilized for grading, posting of assignments, submission of some assignment, posting of videos and some group work.

Week 1: Introductions

- 8/23 Introduction to Class, Class Activity
Speech of Introduction Assigned
- 8/25 Communication Anxiety to Confident Communication
Read Rothwell, Chapter 2-Speech Anxiety
Class Activity #1 /Speech Anxiety Worksheet
Speech Observation Project Assigned

Week 2: Speech Presentations

- 8/30 *Speech of Introduction Presentations (Use smartphone recording device for self-evaluation)*
- 9/1 *Speech of Introduction Presentations (Use smartphone recording device for self-evaluation)*

ASSIGNMENTS

Reflection Paper #1 due September 5, 2016 by 11:59am by email

Speech Observation Event/Lecture Selection Due (Name, Date, Title) by September 5, 2016 at 11:59am by email

Week 3: Communication Competence and Informative Speaking

- 9/6 Why Public Speaking? Oral vs. Written Communication
Read Rothwell, Chapter 1-Communication Competence and Public Speaking (1-17)

- 9/8 **Informative Speaking/Selecting a Topic**
Class Activity #2 Impromptu Speaking
Read Chapter 6- Introductions and Conclusions
Reminder for Presentation of Speech Observation Oral Reports

Week 4: SPEECH OBSERVATION PRESENTATIONS

- 9/13 ***Present Oral Reports of Speech Observation***
Read Chapter 7-Outlining and Organizing Speeches
9/15 ***Present Oral Reports of Speech Observation***
Written Report of Speech Analysis Due when Oral Presentation is Given

ASSIGNMENTS

Informative Speech Topic Selection Due by Monday, September 19, 2016, 11:59am by email

Week 5: Speaker Credibility

- 9/20 Read Chapter 14-Informative Speaking
Organizing Your Speech
9/22 Library Research Day, Topic Feedback and Group Work
Reading, Chapter 8-Gathering Material

Week 6: Who Do You Think You're Talking To? Audience Analysis

- 9/27 Class Activity #3
Read Chapter 4 –Audience Analysis
Read Chapter 5- Attention: Getting People to Listen
9/29 Red Pen Day-Informative Speeches
Mandatory: Bring two (2) copies of FINAL outline (including bibliography)

Week 7: INFORMATIVE SPEECH PRESENTATIONS

- 10/4 ***Informative Speeches Delivered/ Speech Portfolios Due***
10/6 ***Informative Speeches Delivered/ Speech Portfolios Due***

Week 8: Speech Delivery

- 10/11 Reading, Chapter 3-Delivering Your Speech
10/13 **LEARNING ASSESSMENT #1**
Reading, Chapter 12-Oral Style, Leadership and Communication

Week 9: Persuasive Speaking/Women and Leadership Communication

- 10/18 Reading Chapter 15 – Foundations of Persuasive Speaking
Persuasive Speech assigned
10/20 Reading Chapter 16, Persuasive Speaking Strategies
Persuasive Topics Due (including bibliography) by 11:59 am, October 24, 2016 by email

Week 10: Critical Thinking

- 10/25 Persuasive Speaking (continued)
Reading, Chapter 10-Argument, Reasoning and Evidence
10/27 Class Activity # 4-“ums and upspeak”
Reading, Chapter 11, Presenting Supporting Materials

Week 11:

- 11/1 ***Speech Observation and Digital Response Class Discussion/TBA***
11/3 **Red Pen Day-Persuasive Speeches**
Mandatory: Bring two (2) hard copies of FINAL Outline, due at the beginning of class
Assign Visual Aid Speeches

Week 12: Speech Delivery

11/8 Persuasive Speeches Delivered, Speech Portfolios Due

11/10 Persuasive Speeches Delivered, Speech Portfolios Due

ASSIGNMENTS

Visual Aid Speech Topic Due by 11:59 pm by email

Reflection Paper #2 due by Monday, November 14, 2016, 11:59am by email

Week 13: Introduction to Sensory Aid Speeches/ Elements of Effective “Ted Talking”

*11/15 Reading Chapter 13-“Visual Aids”, Gallo, C. (2105) Talk Like Ted, Chapters 5-6.
Mediated Communication*

11/17 Class Activity-Tribute Speeches

Week 14:

11/22 In-Class Visual Aid Speeches Delivered, Speech Portfolios Due

Mandatory: Bring two (2) hard copies of FINAL outline

11/24 THANKSGIVING BREAK

Week 15:

11/29 In-Class Visual Aid Speeches Delivered, Speech Portfolios Due

12/1 In-Class Visual Aid Speeches Delivered, Speech Portfolios Due

FINAL EXAMINATION/ LEARNING ASSESSMENT #2

Tuesday, December 13, 2016

REFLECTIONS DUE BY EMAIL AT 11:59PM

THIS SYLLABUS IS SUBJECT TO CHANGE AT MY DISCRETION

INTEGRITY CODE
(Student Copy)

Plagiarism and other forms of cheating are not tolerated at Annenberg!

PLAGIARISM INCLUDES, BUT IS NOT LIMITED TO:

1. Borrowing another person's ideas without acknowledging them
2. Not attributing paraphrased ideas
3. Not citing quoted material
4. Copying from any source, but presenting the work as yours
5. Downloading sentences, paragraphs or entire speeches off of the Web
6. 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.

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(Please sign and return this copy to instructor.)

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Student's Signature

Date

Print Name