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COMM 204: Public Speaking
USC Annenberg School for Communication and Journalism
Spring 2017
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Essential Details

Instructor:	David Jeong, Ed.M., M.A.
	DavidJeo@usc.edu
	ASC G4 (Old Building); Kerkhoff Hall (Off-Campus) 312
Office Hours:	By appointment
Lectures:	Tues & Thurs 9:30 – 10:50
	ANN 406

Course Overview

The title of the course is straight forward and you may already have a pre-conceived idea of what the course is about and how it will proceed. While the course does focus on public *speaking*, this course will emphasize a holistic approach to learning about public speaking that heavily engages the *audience* and *listener*. As such, the active participation of the audience, as well as the capacity of the speaker to engage the audience represent essential goals of this course.

This is a course that many are taking out of requirement, and all of you come from different backgrounds and different levels of comfort and expertise when it comes to speaking in public. No two students can be judged on an equal plane in any course—but particularly in a course such as this one. As such, I will concentrate a lot of attention on making sure the course is calibrated to your individual learning needs. I do ask you to answer the short questionnaire to gauge your comfort level with public speaking as well as your preferred learning style(s).

Readings:
- The Public Speaking Project (n.d.). *Public speaking: The virtual text*. Retrieved from http://publicspeakingproject.org/psvirtualtext.html

Assignments and Grading

Speeches (55%): Speech prompts and assignments will be discussed further in class.
- *Speech 1 (5 %)*
- *Speech 2 (7.5 %)*
- *Speech 3 (12.5 %)*
- *Group Discussion Leading (15%)*
- *Personal Discussion Leading (15%)*

Attendance and Participation (25%): Given the nature of the course, I feel that engagement with the materials is necessary for your learning. I find that students who are deeply engaged tend to produce final projects that are both thoughtful and thought-provoking. In order to fully participate, I ask you to do the following:

- *Attend class (5%)*: Given the nature of the course, it is essential and necessary to attend every class. That said, life doesn't always follow the academic calendar. Please e-mail in advance and I will make sure you are caught up. You are allowed 1 unexcused absence in the semester. Every subsequent absence will result in a 1/3 letter grade penalty to your participation grade. Excused absences will be dealt on a case-by-case basis. Obviously, if you are absent, you cannot participate, and the subsequent grades will suffer.
- *Audience Participation (15%)*: I place a significant emphasis on the role of the audience/listener in public speaking. As such, you will be graded based on attentive listening, asking questions, and actively reinforcing your classmates when they are speaking. I will make note of audience listening behavior and questions/discussion during each speech.
- *Classroom Activities (5%)*: There will be a number of light classroom activities, games, and discussions aimed at stimulating your learning. Your participation in these activities is essential to your participation.
- *Reading*: The reading load is not meant to be overwhelming. However, I've found that the more students push themselves to engage with the materials, the more robust their final projects are.

Midterm (10%): The midterm will cover concepts from the readings, lecture, and student speeches.

Final (10%): The format of the final is TBD.

Technology in the Classroom

I would normally encourage the use of technology in the classroom, but given the nature of the course and its focus on audience participation, **computers are not needed and not to be used in the class.**

Phones are a slightly different story, however. There will be moments that I will take pictures of the activities and speeches in the classroom. You are welcome to join in and participate in the technology-based sharing and learning, but only to contribute to the course. Be smart about your phone usage in the class because it can either positively or negatively impact your participation grade. Active application of social media as relevant to the course can earn you 2% extra credit on your participation grade.
Twitter: @DavidJeong (Use hashtag #sayitwithyourchest17)
Instagram: @publicspeaking_USC (#sayitwithyourchest17)

Academic Integrity

The Annenberg School for Communication is committed to upholding the University's Academic Integrity code as detailed in the 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.

The School and the University is committed to the general principles of academic honesty that include and incorporate 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. By taking this course, students are expected to understand and abide by these principles.

All students are expected to read and understand the University Student Conduct Code, which can be found SCampus Section 11.00. Recommended sanctions can be found in Appendix A. http://web-app.usc.edu/scampus/1100-behavior-violating-universitystandards-and-appropriate-sanctions/.

All submitted work for this course may be subject to an originality review as performed by Turnitin technologies (http://www.turnitin.com) to find textual similarities with other Internet content or previously submitted student work. Students of this course retain the copyright of their own original work, and Turnitin is not permitted to use student-submitted work for any other purpose than (a) performing an originality review of the work, and (b) including that work in the database against which it checks other student-submitted work.

Students with Disabilities

The Annenberg School for Communication strives to ensure the accessibility of programs, classes, and services to students with learning, emotional, or physical disabilities. If you need accommodations for this course, be sure to register with Disability Services and Programs (DSP) (213-740-0776) in Verna & Peter Dauterive Hall (VPD), and notify me as soon as possible so we can arrange for reasonable accommodations in a timely manner.

Course Schedule

Week 1: Introductions
Tuesday, January 10
       Introductions
       One Thing About You
       Meet & Greet Appointments

Thursday, January 12

> Two Things About You
>
> Meet & Greet Appointments
>
> Readings:
>
> - PSP Chapter 1 Introduction to Public Speaking

Week 2: Focusing on the listener

Tuesday, January 17

> Readings:
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> - PSP Chapter 5 Audience Analysis
> - http://www.extension.harvard.edu/professional-development/blog/make-your-speech-all-about-audience
> - PSP Chapter 4 Listening Effectively

Thursday, January 19

> Readings:
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> - PSP Chapter 8 Organizing and Outlining
> - PSP Chapter 12 Delivering Your Speech

Week 3: Developing the speech

Tuesday, January 24

> Readings:
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> - PSP Chapter 9 Introductions and Conclusions
> - PSP Chapter 7 Supporting Ideas

Thursday, January 26

> ***Speech 1 Group A***
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> Readings:
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> - PSP Chapter 10 Using Language Well

Week 4: Visual Aids

Tuesday, January 31

> Readings:
>
> - PSP Chapter 13 Visual Aids

Thursday, February 2

> ***Speech 1 Group B***

Week 5: Persuasion

Tuesday, February 7

> Readings:
>
> - PSP Chapter 16 Persuasive Speaking

Thursday, February 9

> ***Speech 2 Group A***

Week 6: Informative

Tuesday, February 14

    Readings:

        • PSP Chapter 15 Informative Speaking

Thursday, February 16

    Speech 2 Group B

Week 7: Midterm Week

Tuesday, February 21

    Midterm Review

Thursday, February 23

    Midterm Exam

Week 8: Group Discussion Leading

Tuesday, February 28

    *Discussion Lead Group A1 *

Thursday, March 2

    *Discussion Lead Group A2 *

Week 9: Group Discussion Leading

Tuesday, March 7

    *Discussion Lead Group B1 *

Thursday, March 9

    *Discussion Lead Group B2 *

Spring Recess: March 12-19

Week 10: Implementing Psychology

Tuesday, March 21

    Reading: TBD

Thursday, March 23

Week 11: Social Perception

Tuesday, March 28

    Reading: TBD

Thursday, March 30

    Speech 3 Group A

Week 12: Speaking Conversationally

Tuesday, April 4

Thursday, April 6

    Speech 3 Group B

Week 13: Speech under Adversity

Tuesday, April 11

   Wildcard Activity Group A
Thursday, April 13
   Wildcard Activity Group B
Week 14: Personally Leading Discussion
Tuesday, April 18
   Discussion Lead (Personal) #2
Thursday, April 20
   Discussion Lead (Personal) #2
Week 15: Personally Leading Discussion
Tuesday, April 25
   Discussion Lead (Personal) #2
Thursday, April 27
   Discussion Lead (Personal) #2

Final Exam: Tuesday May 9, 2016, 8AM-10AM