

## COMM 204: PUBLIC SPEAKING

Fall 2016, 4 Units

**Schedule:** Monday/Wednesday, 10:20am – 11:40am

**Classroom:** ANN 406

**Professor:** Brandon Golob, J.D.

**E-mail:** [bgolob@usc.edu](mailto:bgolob@usc.edu)

**Office:** ASC G6 (see pg. 4 of syllabus for additional details)

### **WHAT'S THE PURPOSE OF THIS COURSE?**

As you are aware, the purpose of this course is to teach you the skills, theories, and additional tools necessary to become a successful public speaker. Since public speaking is first and foremost a skill, this course emphasizes practice-based activities that will help you refine your oral communication abilities. Theories from the fields of communication, business, psychology, etc. will be incorporated into these activities to give you a foundational knowledge of the historical and contemporary worlds of public speaking.

Although this course's primary purpose is helping you develop your public speaking skills, it is crucial that you grapple with what being an effective oral communicator means for your larger identity. The way you communicate ultimately impacts your presence, personal brand, etc. Thus, throughout the semester, you will be challenged to address questions such as: *How can I use new and emerging technologies to help convey my messages? What types of different environments will I be required to speak in? How does the way I speak shape listeners' perspectives of me? Am I more comfortable speaking to certain types of audiences? How do I want to be perceived by my peers, professors, and the public at large?*

---

### **HOW WILL I BE ASSESSED?**

#### **Grading**

Grading is a necessary evil and should never be your primary concern. That being said, I strive to ensure that my grading processes are objective and clear. You will never receive a grade that does not have sufficient justification. Moreover, I am always available to discuss assignments and grades in depth. However, I ask that you take the time to fully understand why you received the grade you did and think critically about how you would improve upon the assignment. *Any discussions about grades on one assignment must occur before the next assignment is due.*

Percentages will be calculated by taking the total points earned in the course (assignment point breakdown provided below) and dividing by total possible points (500).

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: Under 59.5

## COMM 204: PUBLIC SPEAKING

Fall 2016, 4 Units

The relative weight of assignments in this course is divided as follows:

Speeches	250 points	Deadline
Introductory Speech	15 points	January 18
Informative Speech	70 points	February 13, 15
Persuasive Speech	70 points	March 6, 8
Sensory Aid Speech	70 points	April 10, 12
Special Occasion Speech	25 points	April 24
<b>Final Project &amp; Reflection</b>	<b>100 points</b>	May 5
<b>Critical Analysis of TED Talk</b>	<b>50 points</b>	January 30, February 1
<b>Participation</b>	<b>50 points</b>	Ongoing
<b>Individual Meetings</b>	<b>40 points</b>	
Introductory Meeting	15 points	February 1
Mid-semester Meeting	25 points	March 22
<b>School &amp; Community Events</b>	<b>10 points</b>	April 19

\*Note: Each assignment has individual guidelines and grading criteria. These will be available on Blackboard well in advance of the respective deadline.

---

### WHERE DO I FIND THE COURSE READINGS?

**Text:** The Public Speaking Project (n.d.). *Public Speaking: The Virtual Text*. Retrieved from <http://publicspeakingproject.org/psvirtualtext.html>

**Blackboard:** This course is what I consider ‘live’ – it changes based on the background, goals, and progress of each student. Thus, it is imperative that you check Blackboard regularly for any changes to the syllabus. *Most importantly, if there are new readings or requirements for a certain week, they will be posted to Blackboard by Friday at 5pm the week before.*

---

### WHAT WILL HAPPEN IN EACH CLASS?

#### **Week 1: Introduction to Public Speaking & the Concept of Presence**

M 1/9 Course Overview

W 1/11 Cultivating Your Presence

- Gallo, C. (2014, March 7). “Public Speaking Payoff: The Presentation Worth \$55,000 A Minute.” *Forbes*. Retrieved from <http://www.forbes.com/sites/carminegallo/2014/03/07/public-speaking-payoff-the-presentation-worth-55000-a-minute/#42979592d2b4>
- Chapter 1 from *Public Speaking: The Virtual Text*

## COMM 204: PUBLIC SPEAKING

Fall 2016, 4 Units

### Week 2: Introductory Speeches & Doing Your Research

- M 1/16 No Class: Happy MLK Jr. Day!
- W 1/18 Introductory Speeches (Group A & Group B)

### Week 3: Introduction to Informative Speaking & Thinking About TED Talks

- M 1/23 Managing Stress Around Public Speaking (Guest Speaker: Javanne Golob, MSW)
- W 1/25 Introduction to Informative Speaking & Introduction to TED Talks
- Gallo, C. (n.d.). "Excerpts from Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds." Retrieved from [http://www.marshallcf.com/assets/book\\_reviews/Talk%20Like%20TED.pdf](http://www.marshallcf.com/assets/book_reviews/Talk%20Like%20TED.pdf)
  - Chapter 15 from *Public Speaking: The Virtual Text*

### Week 4: Informative Speaking Dissected

- M 1/30 TED Talk Critiques (Group A)
- W 2/1 TED Talk Critiques (Group B)

### Week 5: Reseraching & Preparing for Speeches

- M 2/6 The Primacy of Research
- Chapter 7 from *Public Speaking: The Virtual Text*
  - Chapter 8 from *Public Speaking: The Virtual Text*
- W 2/8 Entrepreneurship (Guest Speakers: J'Net Nguyen, MA; Anthony Mendelson, MBA)
- Keogh, K. (2015, July 9). "Don't want to wait in lines? There's an app for that." *ABC News*. Retrieved from <http://www.10news.com/news/dont-want-to-wait-in-lines-theres-an-app-for-that>
  - McAlone, N. (2016, February 27). "We got an early look at the device that's like an upgraded iPod Shuffle for Spotify users." *Business Insider*. Retrieved from <http://www.businessinsider.com/first-look-at-spotify-ipod-shuffle-from-mighty-audio-2016-2>

### Week 6: Informative Speech Week

- M 2/13 Informative Speeches (Group A)
- W 2/15 Informative Speeches (Group B)

### Week 7: Introduction to Persuasive Speaking

- M 2/20 Exploring the Types of Persuasive Speaking
- Chapter 16 from *Public Speaking: The Virtual Text*
- W 2/22 Audience Analysis
- Chapter 5 from *Public Speaking: The Virtual Text*

### Week 8: Persuasive Speaking Practiced

- M 2/27 No Class: Happy President's Day! [NO CLASSES; PREZ DAY]
- W 3/1 "Shark Tank" Exercise

## COMM 204: PUBLIC SPEAKING

Fall 2016, 4 Units

### Week 9: Persuasive Speech Week

M 3/6 Persuasive Speeches (Group B)

W 3/8 Persuasive Speeches (Group A)

### Week 10: The Performance Part of Public Speaking & Midterm Assessments

M 3/20 The Performance Part of Public Speaking (Guest Speaker: Lauren Sowa, BFA)

W 3/22 Midterm Assessments

### Week 11: Introduction to Sensory Aids in Public Speaking

M 3/27 Using Sensory Aids in Public Speaking

- Chapter 13 from *Public Speaking: The Virtual Text*

W 3/29 Using New & Emerging Technologies to Help Deliver Your Message

- 3 blog posts by Morgan, N. "Communication is Different Now/How Digital Technology Has Changed Communication." Retrieved from

(1) <http://www.publicwords.com/2013/05/21/communication-is-different-now/>

(2) <http://www.publicwords.com/2013/05/23/communication-is-different-now-part-2/>

(3) <http://www.forbes.com/sites/nickmorgan/2013/05/28/how-digital-technology-has-changed-communication-third-of-three-posts/#4a2419101d09>

### Week 12: Sensory Aids in Public Speaking Dissected

M 4/3 Why Visuals Matter (Guest Speaker: Skyler Courter, Producer at 72&Sunny)

W 4/5 "Critiquing Sensory Aids" Exercise

- Kaye, J. (2011, November 24). "Talking the TEDx Way: Masterful Public Speaking." *Speak Up for Success*. Retrieved from <http://speakupforsuccess.com/4182/tedx-and-public-speaking/>
- "Visual Aids and Props." (2016). *Toastmasters International*. Retrieved from <https://www.toastmasters.org/Resources/Public-Speaking-Tips/Visual-Aids-and-Props>

### Week 13: Sensory Aid Speech Week

M 4/10 Sensory Aid Speeches (Group B)

W 4/12 Sensory Aid Speeches (Group A)

### Week 14: Introduction to Special Occasion Speeches

M 4/17 Exploring the Types of Special Occasion Speeches

- Chapter 17 from *Public Speaking: The Virtual Text*

W 4/19 Special Occasion Speeches Preparation Exercise

### Week 15: Special Occasion Speeches & Course Conclusion

M 4/24 Special Occasion Speeches (Group A & Group B)

W 4/26 The Role of Levity & Course Recap

\*Note: This schedule is subject to revision throughout the semester.

## COMM 204: PUBLIC SPEAKING

Fall 2016, 4 Units

### WHAT ABOUT MY LAPTOP/SMARTPHONE/TABLET/APPLE WATCH/ETC.?

*You are not allowed to use laptops or wireless connections.* Cell phones must always be turned off or on silent (unless prior approval is granted). To better understand the reasons for this policy, consider the following: (1) a study called “Why you should take notes by hand – not on a laptop” (<http://www.vox.com/2014/6/4/5776804/note-taking-by-hand-versus-laptop>); (2) a New Yorker piece called “The Case for Banning Laptops in the Classroom” (<http://www.newyorker.com/online/blogs/elements/2014/06/the-case-for-banning-laptops-in-the-classroom.html>); (3) the studies of the late Stanford University Professor (and USC Annenberg School graduate) Cliff Nass that show the dangers of multitasking (<http://www.npr.org/2013/05/10/182861382/the-myth-of-multitasking>).

---

### HOW DO I FIND MY PROFESSOR OUTSIDE OF CLASS TIME?

(1) *Office Location & Office Hours:* ASC G6 (Ph.D. Offices are in the basement below the West Lobby, which is the small lobby that has no TVs). Office hours are by appointment.

(2) *Email Policy:* Email is the easiest and fastest way to contact me. If your email is received during standard business hours (Monday through Friday, 9am-5pm), I will usually respond within 48hrs. If your email is received after standard business hours, please allow additional time for a response.

---

### WHAT ELSE SHOULD I BE FAMILIAR WITH?

#### **Academic Integrity**

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, ([www.usc.edu/scampus](http://www.usc.edu/scampus) or <http://scampus.usc.edu>) contains the University Student Conduct Code (see University Governance, Section 11.00), while the recommended sanctions are located in Appendix A.

#### **Special Accommodations**

##### *(1) 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 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. Website and contact information for DSP:

[http://sait.usc.edu/academicsupport/centerprograms/dsp/home\\_index.html](http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html), [213-740-0776](tel:213-740-0776) (Phone), [213-740-6948](tel:213-740-6948) (TDD only), [213-740-8216](tel:213-740-8216) (Fax), [ability@usc.edu](mailto:ability@usc.edu).

## COMM 204: PUBLIC SPEAKING

Fall 2016, 4 Units

### *(2) English as a second language*

Please notify me if English is not your primary language and you therefore need accommodations to ensure your optimal performance.

### *(3) Other accommodations*

Please notify me if you have any other unique situation that needs to be accommodated in order to ensure your optimal performance.

### **Sexual Assault Policy & Resources**

The University of Southern California is committed to fostering a safe campus environment for all members of the university community, free from sexual coercion, violence, and sexual intimidation. The university's sexual misconduct and sexual assault policies have been developed to reaffirm these principles and to provide recourse for individuals whose rights have been violated (the policy is available in SCampus, section E: <http://scampus.usc.edu/e-integrity-of-the-academic-community/>). To learn more about your reporting options and your rights, or to speak with a counselor confidentially, contact the USC Sexual Assault Resource Center/Center for Women and Men at [213-740-4900](tel:213-740-4900), or contact Student Counseling Services at [213-740-7711](tel:213-740-7711). For more information and resources, including off-campus resources like the Rape Treatment Center, visit the USC Sexual Assault Resource Center website at <https://sarc.usc.edu/resources/>. Also, remember you can contact a campus cruiser at [213-740-4911](tel:213-740-4911) for a safety escort.

### **Stress Management**

Students are under a lot of pressure. If you start to feel overwhelmed, it is important that you reach out for help. A good place to start is the USC Student Counseling Services office at [213-740-7711](tel:213-740-7711). The service is confidential, and there is no charge. Moreover, they offer drop-in workshops throughout the semester on managing stress and maintaining mindfulness.

### **Additional Academic Support**

A number of campus resources exist to support you academically. Contact the Center for Academic Support (<http://sait.usc.edu/academicsupport/>) at [213-740-0776](tel:213-740-0776) or [study@usc.edu](mailto:study@usc.edu).