

Public Speaking
COMM 204; Section 20381R
Tuesdays, Thursdays 12:30 – 1:50 AM
ANN 309

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Office Hours: Tuesdays, 2:00-3:30 pm; Thursdays, 2:00-2:30 pm and By Appointment

COURSE DESCRIPTION

In this course, participants will both study the principles and cultivate the practices of effective communication, verbal and non-verbal, for formal contexts. In addition to learning how to prepare, present, and attend to *presentations* for such formal contexts as academic conferences, business pitches, wedding receptions, and graduation ceremonies, participants also will learn how to prepare for and negotiate *conversations* in formal contexts, such as graduate school and job interviews, professional meet-and-greets, and non-platonic relationship settings. Ultimately, the course should prove to be illuminating, practical, useful, and FUN.

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 TEXTS

Rothwell, J.D. (2014). Practically Speaking. New York: Oxford University Press.

You should get in the habit of checking the following online news sources (you will be asked to give impromptu speeches on their current content throughout the semester):

- *The New York Times* national <http://www.nytimes.com/pages/national/index.html>, health <http://www.nytimes.com/pages/health/index.html> and world sections <http://www.nytimes.com/pages/world/index.html>
- *Los Angeles Times* local section <http://www.latimes.com/news/local/> and health section <http://www.latimes.com/health/>
- BBC (<http://www.bbc.co.uk/>) and/or Al Jazeera (<http://english.aljazeera.net/>) and/or Christian Science Monitor world (<http://www.csmonitor.com/World>)
- A popular culture blog of your choice

RECOMMENDED SUPPLEMENTAL MATERIALS

- APA, MLA, OR Chicago Style Manual – All papers for this class must be submitted in proper APA, MLA OR Chicago style, including citations and bibliographies. Library handouts and/or websites may be sufficient (Including: <http://owl.english.purdue.edu/owl/section/2/10/>)
- Two-pocket folder
- 4 x 6 index cards

ESL

Please inform me as soon as possible if English is not your primary language, and you believe you may require special accommodations.

ACADEMIC INTEGRITY

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://adminopsnet.usc.edu/department/department-public-safety>. This is important for the safety of the 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 <http://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.

DISABILITY SERVICES

All accommodation requests based on a disability will be taken seriously and honored by the instructor. 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 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.

EXPECTED CLASSROOM DECORUM/CLASS POLICIES

Attendance

Simply, your attendance is expected, required and desired! Much of the learning in a communication class, especially this one, comes from observing presentations and participating in class discussions, so it is very important you attend every class—on time, every time, for the entire time. Punctuality is particularly important on speech days. Please do not interrupt your peers by entering class late. Students who miss more than two classes will have their grades reduced and risk failing the course. While University sanctioned absences will NOT count as one of your two absences, you must make sure that you have let me know in advance when you are missing class. Furthermore, you are responsible for turning in any work that is due that day in advance and/or setting a date for you to make up work you missed. You should take a proactive role in this process and should not wait for me to discuss it with you.

Attendance will be taken at the beginning of each class. Students must be on time for class each day. Arriving late, leaving for any considerable portion of the class, or leaving class early is discouraged. Two (2) "lates" or "leaves" equals one unexcused absence. The University of Southern California prohibits the rewarding 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. This includes leaving class early.

Technology in the classroom

The Rules

During lecture, you may...

Use paper and pens, laptops, iPads and similar devices for note-taking purposes *only*.

Jot a note about something you want to look up, and then look it up later.

During speech presentations, you may...

Use mobile phones for video-recording speeches and/or timing speeches.

During in-class work sessions, you may...

Use mobile phones, iPads, etc, to keep track of time.

Use presentation software (e.g., Prezi, Powerpoint) to organize your speech.

Use the Internet to find images and information to inform your speech.

Ringers must always be turned off, and phones must be stowed in such a way that audible sound will not be produced if/when the phone vibrates.

Offenders **will** lose participation points. The instructor maintains the right to prohibit the use of laptops, iPads, etc. during class time for *all* students if these rules are violated and/or if their use harms class participation.

Presentation day etiquette

#1. *Dress professionally for your speech assignments.* Dress for public presentations must be appropriate. Your appearance makes an important nonverbal statement to your audience regarding your attitude toward them and about the speaking engagement. For this class, you are required to **dress formally** for each presentation you make. Furthermore, I must be able to **recognize** that you have done so. What's appropriate attire for men? Dress pants, buttoned shirt (no jerseys, oversized t-shirts, etc. -- shirt must be tucked in) and nice shoes. Appropriate attire for women? A dress or nice pants with professional top or matching skirt and jacket. **Both genders:**

Think professional job interview after graduation with a major corporation. **Inappropriate attire:** Shorts, jeans, t-shirts, hats, caps, sweats, sweatshirts, flip flops, **athletic shoes of any kind.**

I'm very serious about the dress code for public presentations. Take yourself seriously and we will, too. Casual dress negatively affects perceptions of credibility. I must be able to recognize you've gone to some extra effort in presenting not only your speech but also **YOURSELF**.

#2. *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.

#3. *Adhere to the technology rules.* It is discourteous and unprofessional to engage with Internet or computer-based technologies while fellow students are engaged in presentations. This kind of rudeness will not be tolerated.

FINAL EXAMINATION

The day and time for the final examination can be found in the Official University Final Examination Schedule. For this course, the final exam will be held on **Wednesday, May 10, 2017 from 2:00-4:00 pm.**

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.

***ASSIGNMENTS**

<u>Speeches</u>	<u>305 points</u>
Speech of Introduction (Personal Narrative)	10 points
Cultural Diversity Speech	40 points (35 points content & delivery + 5 points research portfolio)
Informative Speech (News & Information)	60 points (50 points content & delivery + 10 points research portfolio)
Persuasive Speech (Local civic/public issue)	70 points (60 points content & delivery + 10 points research portfolio)
Visual Aid Speech	60 points (55 points content & delivery + 5 points research portfolio)
Group Speech	40 points (30 points content & delivery + 10 points research portfolio)
Special Occasion Speech	25 points
<u>Speech Observation</u>	<u>30 points</u>
Live Observations	30 points
<u>Projects/Exams</u>	<u>90 points</u>
Mid-term Exam Project	50 points
Final Exam	40 points
<u>Class Activities/Participation</u>	<u>50 points</u>
In-class Activity #1	10 points
In-class Activity #2	10 points
In-class Activity #3	10 points
Red Pen Day (Informative Speech)	10 points
Red Pen Day (Persuasive Speech)	10 points
<u>Participation (Instructor Discretion)</u>	<u>25 points</u>
TOTAL POINTS FOR COURSE:	500 points

*You must complete ALL of these assignments in order to pass the class. **Failure to complete ONE OR MORE of them will result in an F in the class.**

MAKE-UP WORK

Make-up work will be allowed without penalty for excused absences only. You cannot make up participation points. For unexcused absences, there will be a full letter grade loss on the evaluation of that assignment for each day that it is late. Make-up work will not be accepted after the class which is one week after the original due date.

EXTRA CREDIT

No extra credit opportunities are provided for this course.

GRADING SCALE

Your final grade will be determined by summing scores on all assignments completed this semester. Final grades will be assigned according to the following scale:

A (93-100%)	= 465-500 Points	C+ (77-79.9%)	= 385-399 Points
A- (90-92.9%)	= 450-464 Points	C (73-76.9%)	= 365-384 Points
B+ (87-89.9%)	= 435-449 Points	C- (70-72.9%)	= 350-364 Points
B (83-86.9%)	= 415-434 Points	D (60-69.9%)	= 300-349 Points
B- (80-82.9%)	= 400-414 Points	F (00-59.9%)	= 000-299 Points

SPEECH ASSIGNMENT GRADING

- 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.

ADDITIONAL NOTES ABOUT GRADING

Grading questions should be addressed in a timely manner. There is a 24-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*, accompanied by a copy of the graded assignment. 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 formally challenge a grade, consider the following questions during the 24-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?

CLASS SCHEDULE

All reading assignments should be completed prior to the class session on the day they are listed.

Blackboard (BB) will be utilized for grading and posting of assignments as well as for the posting of additional readings (if assigned).

Date	Topic	In-Class Assignment/Presentation	Assigned Readings
1/10	Introduction & Course Overview	Diagnostic Personal Statement due by 11:59 p.m. Print, sign and return the Integrity Code by <i>January 12</i>	.
1/12	Public Speaking Basics Part I		Chapters 1, 2
1/17	Public Speaking Basics Part II: Words matter		Chapters 3, 12
1/19		Speech of Introduction Presentations	
1/24	Public Speaking for Social change	In-class Activity #1	
1/26	Evaluating and Adjusting to Your Audience		Chapter 4, 5
1/31	Audience analysis in professional practice	In-class Activity #2	
2/2		Cultural Diversity Presentations—Group A	
2/7		Cultural Diversity Presentations—Group B	
2/9	General speech development		Chapter 6, 7, 11, and 14
2/14	Critical thinking as part of the communication process		Chapter 9, 10
2/16		Informative Speech Red Pen Day & Peer Feedback <i>Mandatory: Bring two (2) copies of FINAL outline (including bibliography)</i>	
2/21		Informative Speech Presentations—Group B Mandatory: Bring completed speech portfolio	
2/23		Informative Speech Presentations—Group A Mandatory: Bring completed speech portfolio	
2/28	Speaking to Persuade Part I: Ethos, Pathos, Logos & Argument Construction Techniques		Chapter 15, 16
3/2	Speaking to Persuade Part II: Ethical Speech		
3/7		Persuasive Speech Red Pen Day & Peer Feedback <i>Mandatory: Bring two (2) copies of FINAL outline (including bibliography)</i>	
3/9		MIDTERM	Midterm Project DUE
3/14-3/17		SPRING BREAK No classes held	

3/21		Persuasive Speech Presentations—Group A Mandatory: Bring completed speech portfolio	
3/23		Persuasive Speech Presentations—Group B Mandatory: Bring completed speech portfolio	
3/28	Group Presentation workshop day	Bring resource materials/items to finalize & rehearse group presentations	
3/30		Group Presentations—All Groups Mandatory: Bring completed speech portfolio	
4/4	Public Speaking in Informal, Interpersonal Contexts/Environments	In-class Activity #3	Live Speech Observation Paper DUE
4/6	Integrating Visual Aids		Chapter 13
4/11		Visual Aid Presentations—Group B Mandatory: Bring completed speech portfolio	
4/13		Visual Aid Presentations—Group A Mandatory: Bring completed speech portfolio	
4/18	Speaking for Special Occasions		
4/20	Final Presentations	Special Occasion Speech – Group A	
4/25	Final Presentations	Special Occasion Speech – Group B	
4/27	Concluding Thoughts	Course wrap up, Course Evaluation	

Note: The instructor reserves the right to adjust this syllabus throughout the semester as she sees fit

* **FINAL EXAM: Wednesday, May 10, 2017 2-4 pm in ANN 309**

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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Student's Signature

Date

Print Name