

## COMM 204: PUBLIC SPEAKING

**4 Units**

Fall Mon/Weds 2:00-3:20

**Location:** ANN 209

**Instructor:** Rook Campbell, Ph.D.

**Office Hours:** Mon & Wed, 1:00 to 2:00

**Contact Info:** rook.campbell@usc.edu

### **I. Course Description**

Working from interdisciplinary literatures on public speaking and modes of rhetoric, this course focuses on contemporary public speaking. More specifically, this course examines public speaking in the context commercial, political, and social life. Through a dialogical and experiential classroom community approach of public speaking studies, modules, and practices, students will become adept analysts of oral messages while also developing skills for crafting and delivering informative and compelling discourse. To be heard in a way that matters requires communicating in a manner that a given audience can not only digest but also connect with authentically. Through a 360° approach to public speaking and listening, we will address situational, topical, and ethical obstacles to social communication.

### **II. Overall Learning Objectives and Assessment**

By the end of the course students will be able to:

- Understand and analyze modes of public rhetoric
- Competently organize and deliver informative and persuasive discourse
- Manage themselves professional and socially as public speakers capable of effectively responding to opportunities and responsibilities of public address

### **III. Attendance & Class Policy**

Students are required to attend class regularly, keep up with weekly readings, and actively contribute in class discussions and modules. Attendance in seminar is essential as the graded core of this course is live public speaking. There is significant material covered in lecture that is not in the reading. You cannot pass the course if you do not attend most of the lectures. Because the lectures, discussions, readings and speaking assignments are all integrally linked, it is critical that you keep up with the schedule.

Students who miss more than **three lectures** will have their grades reduced and risk failing the course.

#### IV. Grading Breakdown

Modules (5)	30% of overall mark
Mid-Semester Speeches (5)	40% of overall mark
Final Speech Project (20, 27 & 29 November)	30% of overall mark

#### V. Assignment Policy

There are five modules, five mid-semester speeches and a final speech project due in this class. The details of each mid-semester speech will be given in a prompt approximately one week before the papers are due (due dates are noted in the syllabus). Speeches must be presented in hard copy and late papers will not be accepted. If you have an emergency that impacts your ability to turn in your paper and deliver a speech on time, you need to contact the professor **before** the due date. The availability of make up dates and assignments will be evaluated on a case-by-case basis in accordance with university policy consideration of extenuating circumstances.

#### VI. Required Texts

Gallo, Carmine. 2015. *Talk Like TED*. St. Martin's Griffin: New York.

Nelson, P., Titsworth, S. & Pearson, J. 2013. *iSpeak: Public Speaking for Contemporary Life*. New York: McGraw Hill.

#### VII. Important Dates

##### Term Speeches

- Speech No. 1 | Introduction Speech, 6 September
- Speech No. 2 | Persuasive Speech, 13 September
- Speech No. 3 | Informative Speech, 27 September
- Speech No. 4 | Epideictic Speech, 16 October
- Speech No. 5 | Special Occasion Speech, 23 October

##### Modules

- Module No. 1 | Presenting Selves, 28 August
- Module No. 2 | Modes of Persuasion, 30 August
- Module No. 3 | Impromptu Speaking, 18 September
- Module No. 4 | Narrative Rhetoric, 9 October
- Module No. 5 | Professional Speech, 6 November

##### Final Speech Project

Final Speech Abstracts Due, 6 November

### **VIII. Course Schedule COMM 204: Reading and Weekly Breakdown\***

**\*Important note to students:** Be advised that this syllabus is subject to change – and probably will adjust – based on the progress of the class, news events, and/or guest speaker availability.

#### **Week One: 21 & 23 August**

##### **Overview of Public Speaking**

Rodriguez, Tori. 2014. “Rebrand Stage Fright To Overcome It”. *Scientific American*.

Vol. 26, No. 1. Available Online:

<http://www.scientificamerican.com/article/rebrand-stage-fright-to-overcome-it/>

Pikiewicz, Krisit. 2013. “How to Overcome Sports Performance Anxiety.” *Psychology Today*. Available Online:

<https://www.psychologytoday.com/blog/meaningful-you/201309/how-overcome-sports-performance-anxiety>

<https://www.psychologytoday.com/blog/meaningful-you/201309/how-overcome-sports-performance-anxiety>

Nelson, P., Titsworth, S. & Pearson, J. 2013. *iSpeak: Public Speaking for Contemporary Life*. New York: McGraw Hill. Selected Readings: Chapter 2 “Preparing Your First Presentation.”

#### **Week Two: 28 & 30 August**

##### **Persuading Ways**

###### Monday Reading

Goddu, Jen. 2013. “Listening Effectively” in The Public Speaking Project. Available

Online:<http://www.publicspeakingproject.org/PDF%20Files/listening%20web%201.pdf>

Goffman, Erving. 1959. Presentation of Self in Everyday Life (Selected Reading: “Introduction”).

###### Wednesday Reading

Nelson, P., Titsworth, S. & Pearson, J. 2013. *iSpeak: Public Speaking for Contemporary Life*. New York: McGraw Hill. Selected Readings: Chapters 10 & 11

“Presenting to Inform” and “Presenting Persuasive Messages.”

Stone, Sarah. 2012. “Persuasive Speaking” in The Public Speaking Project.

Available Online:

<http://www.publicspeakingproject.org/PDF%20Files/persuasion%20web%201.pdf>

Toye, Richard. 2013. *Rhetoric: A Very Short Introduction*. Oxford University Press: Oxford. Selected Reading: Chapter 2, “Scaffolding of Rhetoric.”

Oxford. Selected Reading: Chapter 2, “Scaffolding of Rhetoric.”

-- **Module No. 1 | Presenting Selves, 28 August** --

-- **Module No. 2 | Modes of Persuasion, 30 August** --

#### **Week Three: 6 September**

##### **Sweaty Palms and Calm**

Berkun, Scott. 2011. Confessions of a Public Speaker. O'Reilly Media: Sebastapol.

Selected Reading: The Attack of the Butterflies, Chapter 2, pp. 11-25.  
Gallo, Carmine. 2015. *Talk Like TED*. St. Martin's Griffin: New York. (Selected Reading: Introduction & Chapter 1: pp. 1-40)

**-- Speech No. 1 | Introduction Speech, 6 September --**

**Week Four: 11 & 13 September**

**The Public Sphere: Social Harms & Goods**

Nelson, P., Titsworth, S. & Pearson, J. 2013. *iSpeak: Public Speaking for Contemporary Life*. New York: McGraw Hill. Selected Reading: Chapter 4 "Analyzing Your Audience" and Chapter 6, "Organizing and Outlining Your Presentation".

Schreiber, Lisa. 2012. "Informative Speaking" in *The Public Speaking Project*. Available Online:

<http://www.publicspeakingproject.org/PDF%20Files/Informative%20web%201.pdf>

Lakoff, George. 1995. "Metaphor, Morality, and Politics, Or, Why Conservatives Have Left Liberals In the Dust." Available Online:

<http://www.wvcd.org/issues/Lakoff.html>

Williams, Zoe. 2014. "Interview with George Lakoff | Conservatives don't follow the polls, they want to change them ... Liberals do everything wrong." *The Guardian*. Available Online:

<http://www.theguardian.com/books/2014/feb/01/george-lakoff-interview>

Gallo, Carmine. 2015. *Talk Like TED*. St. Martin's Griffin: New York. Selected Reading: Chapter 8, "Painting a Mental Picture with Multisensory Experiences."

**Additional Reading**

Norgaard, Kari Marie. 2006. "We Don't Really Want to Know!" *Organization and Environment*. Vol. 19, No. 3. Pp. 347-370.

Nelson, P., Titsworth, S. & Pearson, J. 2013. *iSpeak: Public Speaking for Contemporary Life*. New York: McGraw Hill. Review: Chapters 10 & 11

**-- Speech No. 2 -- Persuasive, 13 September --**

**Week Five: 18 & 20 September\***

**Call To Action: Reveille!**

Nelson, P., Titsworth, S. & Pearson, J. 2013. *iSpeak: Public Speaking for Contemporary Life*. New York: McGraw Hill. Review: Chapters 10 & 11

**-- Module No. 3 | Impromptu Speaking, 18 September --**

**Week Six: 25 & 27 September**

**Authenticity, Emotion and Knowledge**

Nelson, P., Titsworth, S. & Pearson, J. 2013. *iSpeak: Public Speaking for Contemporary Life*. New York: McGraw Hill. Selected Readings: Chapter 10

--Speech No. 3 | Informative Speech, 27 September --

**Week Seven: 2 & 4 October**

**Power of Story**

Gallo, Carmine. 2015. *Talk Like TED*. St. Martin's Griffin: New York. (Selected Reading: "Master the Art of Storytelling" pp. 41-76.

Gottschall, Jonathan. 2013. *The Storytelling Animal: How Stories Make Us Human*. Mariner Books: New York. (Selected Readings)

**Additional Reading**

Sennett, Richard. 2010. "Notes on Narrative and the Arts." Action and Research Centre. Available Online: <http://www.rsablogs.org.uk/2010/arts-society/notes-narrative-sennett-arts/>

Sennett, Richard. "Street and Office: Two Sources of Identity" Available Online: <http://instruct.uwo.ca/sociology/233kc/pdf/sennett.pdf>

**Week Eight: 9 & 11 October**

**Heroes and Villains**

Gumbrecht, Hans Ulrich. 2006. *In Praise of Athletic Beauty*. Harvard University Press: Cambridge. (Selected Readings: "Fascinations")

Nelson, P., Titsworth, S. & Pearson, J. 2013. *iSpeak: Public Speaking for Contemporary Life*. New York: McGraw Hill. Selected Reading: Chapter 8, "Choosing Your Words."

-- Module No. 4 | Narrative Rhetoric, 9 October --

**Week Nine: 16 & 18 October**

**Lifecycle Events and Ceremonies**

Scholl, Juliann. 2012. "Special Occasion Speaking" in *The Public Speaking Project*. Available Online: <http://www.publicspeakingproject.org/PDF%20Files/special%20web%201.pdf>

Nelson, P., Titsworth, S. & Pearson, J. 2013. *iSpeak: Public Speaking for Contemporary Life*. New York: McGraw Hill. Selected Reading: Chapter 12, "Speaking on Special Occasions."

Fallows, James. 2015. "Obama's Grace". *The Atlantic*. 27 June. Available Online: <http://www.theatlantic.com/politics/archive/2015/06/grace/397064/>  
NOTE: READ FOLLOW HYPERLINK TO WATCH OBAMA DELIVER EULOGY

*Democracy Now*. 2014. "Remembering Maya Angelou: Bill Clinton, Michelle Obama, Oprah Winfrey Pay Tribute to Legendary Poet." *Eulogies Script and Video Available Online*  
[http://www.democracynow.org/2014/6/9/remembering\\_maya\\_angelou\\_bill\\_clinton\\_michelle](http://www.democracynow.org/2014/6/9/remembering_maya_angelou_bill_clinton_michelle)

Eulogy, Jane Jacobs 2006. *The Economist*. 11 May. Available Online: <http://www.economist.com/node/6910989>

-- Speech No. 4 | Epideictic Speech Due, 16 October --

**Week Ten: 23 & 25 October**

**Performative Speech: Props, Demonstrations, Visuals and Space**

Gallo, Carmine. 2015. *Talk Like TED*. St. Martin's Griffin: New York. Selected Reading: Chapter 5-6.

Nelson, P., Titsworth, S. & Pearson, J. 2013. *iSpeak: Public Speaking for Contemporary Life*. New York: McGraw Hill. Selected Reading: Chapter 9, "Visual Resources and Presentation Technology."

**-- Speech No. 5 | Special Occasion Speech, 23 October --**

**Week Eleven: 30 October & 1 November**

**Visualizing Speech**

Kasperek, Sheila. 2012. "Visual Aids." In *The Public Speaking Project*. Available Online: <http://www.publicspeakingproject.org/PDF%20Files/visual%20aids%20web%201.pdf>

**Week Twelve: 6 & 8 November\***

**Speech of Dividends**

Tannen, Deborah. 1995. "The Power of Talk: Who Gets Heard and Why." *Harvard Business Review*. Available Online: <https://hbr.org/1995/09/the-power-of-talk-who-gets-heard-and-why>

Green, Sarah. 2014. "The Dangers of Confidence." Interview with Dr. Tomas Chamorro-Premuzic.

Heen, Sheila; Stone, Douglas. 2014. "Find the Coaching in Criticism." *Harvard Business Review*.

**-- Module No. 5 | Professional Speech, 6 November --**

**-- Mock Interview Due | 6 November --**

**-- Final Speech Abstracts Due | 6 November --**

**Week Thirteen: 13 & 15 November**

**Co-Production: Editing, Chopping & Tweaking**

Carmine, Gallo. 2015. *Talk Like TED*. St. Martin's Griffin: New York. Selected Reading: Chapter 7-8.

**-- Speech Writing & Delivery Workshop | 13 & 15 November --**

**Week Fourteen: 20\* November**

**Final Speech Projects**

Nelson, P., Titsworth, S. & Pearson, J. 2013. *iSpeak: Public Speaking for Contemporary Life*. New York: McGraw Hill. Selected Reading: Chapter 7 "Delivering Speeches."

**-- Final Speech Projects 20, 27 & 29 April --**

-----Thanksgiving Break 22-26 November -----

**Week Fifteen: 27\* & 29\* November**

**Final Speech Projects**

Nelson, P., Titsworth, S. & Pearson, J. 2013. *iSpeak: Public Speaking for Contemporary Life*. New York: McGraw Hill. Selected Reading: Chapter 7 “Delivering Speeches.”

**-- Final Speech Projects 21, 28 & 30 November --**

**IX. 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](mailto: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/academicssupport/centerprograms/dsp/home\\_index.html](http://sait.usc.edu/academicssupport/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.